

Nichola A. Yeager

Production Abilities |

- Developed original design standards for two publications; acted as primary designer and copy editor for both magazines, including all photo, text and graphic design
- Developed sales presentations and assisted with advertising campaigns including websites, radio spots, newspaper ads, billboards, posters, and brochures for two magazines, multi-themed yearly expos, and several yearly printed special sections
- Served as coordinator and primary designer for five photo history books, which include “Postcards From the Past,” “Our St. Joseph” volumes I and II, “Atchison Turns 150,” and “Cool Crest Garden Golf”
- Designed a multitude of brochures, signage, newsletters and other promotional materials for small businesses and non-profit organizations

Technical Skills |

I have extensive experience with the following production programs:

InDesign • InCopy • Photoshop • QuarkXpress • Microsoft Suite • Excel • PowerPoint

Publication Experience |

- Conceptualized and implemented 100,000 circulation women’s magazine that grossed \$250,000 yearly for local publishing company; later duplicated sister product with similar success in larger market
- Developed and implemented successful women’s expo event that grossed \$125,000 for local publishing company over five years
- Cold-canvassed community for potential advertising clients; creating enough contracts to support the creation and financing of a new local publication
- Organized monthly events by working with outside vendors and hosts that encouraged interaction with clients and community supporters.
- Raised \$9,000 for local charity by seeking donations, creating and hosting original fundraising event
- Implemented, arranged and hosted monthly promotional event that increased community involvement in local women’s publication
- Acted as primary spokesperson for publications; attended both civic and private events as guest speaker
- Managed daily activities of own publishing company including purchasing equipment and supplies, hiring freelance writers, budgeting, payroll
- Managed daily responsibilities of two monthly magazines, one monthly tabloid, five daily sections and a variety of other publication for local publishing company
- Created presentation strategy for publication sales, marketing and readership recruitment for various publications
- Trained advertising sales staff, freelance writing staff and several interns over 10 year period

Employment History |

Marketing/Fundraising, AFL-CIO Community Services, Saint Joseph, MO – September 2010 to Present

Publisher/Editor, (Self-Employed/Partnership) McYeager Media, Saint Joseph, MO - September 2009 to September 2010

Editor, News-Press Gazette Company, Saint Joseph, MO - August 2002 to September 2009

Special Sections Staff, Writer, St. Joseph News-Press, Saint Joseph, MO - September 1999 to August 2002

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Education |

B.S. Criminal Justice, Legal Studies Emphasis, Expected Completion Summer 2014
Missouri Western State University, Saint Joseph, MO

B.A., Interdisciplinary Sciences, English/Journalism Emphasis, September 1999
Missouri Western State University, Saint Joseph, MO

Affiliations |

Missouri Western State University Alumni Board • Downtown St. Joseph Sertoma Club •
Spirit of St. Joseph American Business Women's Association • St. Joseph Women's Press Club •
Leadership St. Joseph 2003 • United Way Allocations Committee, Fundraising Events, 2004-2008