

An experienced marketing professional since 1989, Aimee offers extensive experience in collateral design, offering specialty services to companies in a wide range of industries. She has designed and produced an array of collateral including brochures and annual reports, website layout, newsletters, client alerts, event planning materials as well as other unique promotional pieces with designs ranging from the unusual and innovative to the more conservative and classic. Since starting NisseDesigns in 2003, Aimee has leveraged her design and marketing experiences within the professional services industry to craft unique, yet sophisticated “start up” or second generation (brand/image) promotional packages that include logo, business card, stationery and biographical, practice, and/or industry fact sheet template designs. She understands and appreciates the importance of working cohesively with her clients in order to develop a clear understanding of their business goals and target audiences, ultimately culminating in an impressive identity package created with her clients’ cultures, business goals, industries and budgets in mind.



Client Experience and Capabilities

Company	Description	Logo Creation or Revamp	Stationary Set (Letterhead, Business Cards, Notecards, Envelopes)	Company Promotional Folder	Website Design	Brochure/ E-Brochure/ Company Fact Sheets	Advertising	PowerPoint Presentation	Company Standards Guide
Adams Communications	Professional Communications Company	X	X						
Appetit Sarah	Catering/Cooking Classes	X							
Corcoran & Associates	Law Firm	X	X				X		
Dennis J. Swart Architecture	Architect	X	X		X	X	X		
Epstein, Lipsey & Clifford, P.C.	Law Firm	X	X	X	X	X	X		
Errands in a Pinch	Home Services	X	X						

Services include:

- Ad Design
- Brochures, Pamphlets and Flyers
- Business Cards
- E-Brochures
- Event Collateral
- Invitations
- Logo Design
- Newsletters and/or Alerts
- Postcard Series
- Poster Design
- Slide Presentations and Templates
- Stationery Collateral
- Website Layout Design
- Website Banner Design

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Farrar Consulting	Public Relations & Communications Training				X	X	X	X				
Gracie Lane Designs	Handcrafted Stationer				X							
Howell Communications	Communications & Public Relations Strategy		X	X	X	X		X				
Inside Design	Design Consulting/Space Planning	X	X									
Johnson Haley LLP	Law Firm	X	X		X			X			X	
KAF Financial	Accounting Firm											X
Keady Communications	Strategic Marketing & Communications				X						X	
Kearney, Donovan & McGee, P.C.	Lobbying Firm	X	X	X	X	X		X			X	
LaBrie Consulting	Professional Services Marketing							X				
Laredo & Smith LLP	Law Firm	X	X	X		X	X					
Meara Media	Advertising										X	
Milton Historical Society	Non-Profit					X						
MMA Financial	Financial Services							X				
Norwell Public Schools	Non-Profit	X								X		
Oneness Yoga	Yoga Studio	X	X									
Paul Pratt Memorial Library, Cohasset, MA	Non-Profit	X	X	X		X	X			X	X	

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Polestar Communications	Communications & Strategic Analysis	X	X	X		X						
Retail Solutions	Retail, Manufacturing & Service Provider Strategic Consulting	X	X									
Roberta Laredo, Nutritionist	Nutritional Services	X	X			X						
Roblin Insurance Company	Insurance Services	X				X						
Sierra Vista	Financial Consulting					X						
Starr & Chapman	Educational Consulting	X	X	X	X	X		X				
Tevnan & Tevnan LLP	Law Firm	X	X		X							

Ms. Maescher's background includes:

- Handling all client support and marketing communications activities at both the manager and associate director level for two 100-plus attorney full service law firms from 1993-2003. Responsible for the management, coordination and production of all marketing-related initiatives including RFPs, website design and enhancements, event planning, internal/external communications and all public relations, design, branding and advertising efforts; management of \$500,000+ annual marketing budgets including past supervisory experience to ensure effective and timely delivery of services and products.

Key Design Initiatives:

- Designing and implementing targeted advertising and media/public relations strategies.
- Customizing practice group marketing materials for print and website.
- Planning and development of firm website and client extranet services.
- Key role in management of major image/branding campaign targeted to enhance firm's name recognition and general visibility within the New England business community; firm liaison with branding consultants.
- Collaboration with major practice areas in the first-ever implementation of strategic newsletter and client advisory series; directly involved in production of 30+ newsletters/advisories.

Past and Current Professional Memberships

Legal Marketing Association; The Advertising Club of Greater Boston

Mission Statement

NisseDesigns is committed to providing businesses with creative and professional design services tailored to meet the practical expectations of today's marketing budgets.

Design Rates

Design services are typically charged at an hourly rate factoring in 15 minute increments; however, creative pricing packages and discounts on multiple, quarterly or monthly projects are encouraged depending on your needs. Additional package descriptions are available upon request.

Items not covered by the hourly rate and creative pricing packages include:

- Stock and Printing fees (reviewed with the client prior to production)
- Stock imagery fees (reviewed with the client prior to production)
- Photocopying fees
- Regular mailing or bulk mailing fees
- Specialty order paper

