



80YEN GRAPHIQUE

GRAPHIC DESIGN | DOCUMENT PRODUCTION | MARKETING & ADVERTISING

New Jersey
nicole@80yen.com
973.668.3122
80yen.com

COMPANY OVERVIEW

80 Yen Graphique turns complex information into clear, effective communications that inform, engage, and drive action. Founder & Principal Nicole Etienne brings 20 years of marketing experience, 15 years of design expertise, and an MS in Digital Marketing from Rutgers Business School.

CORE CAPABILITIES

- **Forms & Document Production:** fillable PDFs, digital forms, reports, proposals, manuals, policy documents, presentations, and templates
- **Publication & Information Design:** annual reports, books, newsletters, catalogs, infographics, and data visualization
- **Advertising & Brand Design:** print, digital, social, direct mail, transit, out-of-home, and visual identity
- **Marketing Strategy & Campaigns:** audience strategy, messaging, media planning, and multi-channel execution
- **Luxury Real Estate & New Construction:** premium print and digital materials for high-end properties and developments

WHY 80 YEN

- **Strategy + execution:** one senior lead from audience insight to final delivery
- **Complex information made clear:** technical and data-heavy content audiences can use
- **Accessibility-minded production:** Section 508 and WCAG considerations from the start
- **Direct principal access:** senior-level service with small-business speed and flexibility

SELECTED PRINCIPAL EXPERIENCE

- Developed 300+ integrated marketing assets supporting a network of 397 statewide partners
- Led creative for a statewide transit campaign generating 20M+ impressions across bus and rail-station placements
- Recognized as the highest-producing marketing specialist for five consecutive years
- Expanded marketing support from 2 to 4 offices with consistent brand execution for 200+ real estate agents

COMPANY DATA

Legal Name: 80 Yen Graphique LLC

UEI: JABPWGDDJRB4

CAGE: Pending

Small Business

Payment: Government Purchase

Card Accepted

EFT/ACH

Net 30

NAICS

541430 Graphic Design

541810 Advertising

541613 Marketing Consulting

541850 Display Advertising

561410 Document Preparation

323120 Print Support

PSC

T001 Arts/Graphics Services

R701 Advertising Services

INDUSTRIES SERVED

Government & Public Sector

Healthcare

Higher Education

Nonprofit

Luxury Real Estate

& New Construction

CONTACT

Nicole Etienne

Founder & Principal

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"I am gaining new customers every day, and everyone just loves what she did to revitalize our company image."

Cami Konecky, Former Client