

# Angela Ambrosini

Creative • Marketing • User Experience Director

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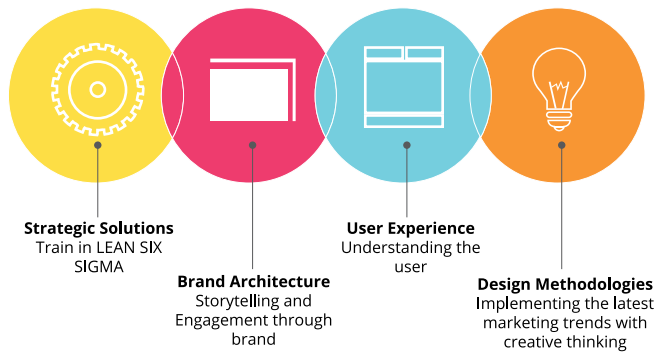
angelaambrosini.com

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## PERSONAL STATEMENT

For 15 years, I have been a strategic and innovative digital designer. I bring an international edge and broad perspective to integrated marketing, lead generation, creative direction, new media, brand architecture, user experience design, promotional development, etc. Skilled in Six Sigma Lean processes helping reduce gaps in processes and create efficient workflows and leading teams to successful, measurable, outcomes.

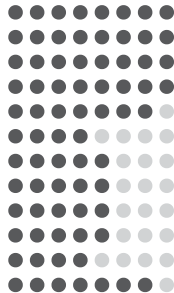
## MY SPECIALITIES



## DESIGN SKILLS

### 01 Expertise

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Dreamweaver  
HTML and CSS  
Javascript and JQuery  
WordPress  
Drupal  
After Effects  
Adobe Premiere  
Sales Force  
HubSpot



Strategy  
Integrated Marketing  
Social Media Marketing  
Brand Architecture  
Typography  
Color Theory  
Interface Design  
User Experience  
Print Design  
Package Design  
Publication Design  
Google Analytics  
Search Engine Optimization

## LANGUAGE SKILLS



## HOBBIES AND INTERESTS



## EDUCATION

**SAVANNAH COLLEGE OF ART AND DESIGN**, Savannah, GA - March 2010  
Master of Art in Graphic Design

**ST. JOHN'S UNIVERSITY** - College of Professional Studies, Jamaica, NY - January 2000  
Bachelor of Science, Journalism and Graphic Design

## AWARDS AND MEMBERSHIPS

**Published with Black Lawrence Press**, *Flush Me Freddy*, January 2008  
**Member AIGA**, The Professional Association for Design, New York Chapter  
**Mercury Awards** (February 2017) - Silver  
**Collegiate Advertising Awards** (January 2017) - Bronze

## INDUSTRY EXPERTISE



## WORK EXPERIENCE

**New York Institute of Technology, New York**, Senior Creative Director, Present - One year

- Oversee the creative, web and video department (13 employees + freelancers)
- Effectively develop and implement integrated marketing and creative strategies within photography, video, social media, web, mobile, user experience, etc.
- Responsible for \$1.5M budget, request for proposals, processes, and workflows
- Develop and implement creative vision and new initiatives for retention and yield
- Generated a 9% growth of overall storytelling video views and 18% increase from Google and other search engine referrals

**NEW YORK UNIVERSITY, New York**, Director of Strategic Marketing, Public Relations, Graphic Management and Communications - Four years

- Executive leadership, strategic marketing and communication for seven international graduate programs including marketing and lead generation
- Lead a team of 15 plus 400 adjunct global communications
- Create and implement business plans and strategies for the international graduate degree programs and increased yield by 40%
- Focused on outbound marketing, social media, and web optimization
- Strategic vision on marketing, and public relations (media management and crisis communication initiatives) for international program growth
- Manage an \$850K marketing budget for marketing and staff relations
- Utilize performance metrics and return-on-investment criteria to update, create and monitor marketing initiatives

**AMERICAN CAMP ASSOCIATION, Remote**, Marketing, Design and Communications Director - Two years

- Developed the first national marketing, communications, and public relation strategies and plans, content creation, SEO, and lead generation
- Implementation the strategic direction across the member organization, nationally, ensuring deliverables and improved marketing synergy
- Manage a marketing budget of \$500k
- Deployed a social media strategy, which includes video and infographic target marketing, that increased followers by 15%
- Increased ACA membership by 12% to-date by creating new revenue streams through marketing campaigns and marketing tools
- Present at national conferences, online presentations, and teach marketing strategies for nation-wide camps and organizations
- Restructure organizational website, user experience, design and content
- Responsible for leading and mentoring a staff of 15 employees, nation-wide
- Collaborate with Executive Leadership on marketing initiatives and strategies

**CHRISTIE'S (Art Education and Art Auction), New York**, Associate Vice President, Creative Director - Two years

- Implemented first New York City marketing and editorial team, including advanced workflow processes that reduced cycle time by 30% and operating cost by \$100,000 annually for reinvestment in strategic revenue growth
- Present at national conferences and trained global affiliates
- Positioned each event as a real-life business-to-client structure where affiliates would learn new marketing tools, hands-on
- Redesigned the Christie's website, user experience, consumer-facing, lead generation digital assets, and workflow resulting in an increase of leads by 35% annually; increased banner advertising click-through rates (CTR) by 40% and doubled contact through promotional emails
- Led company re-branding and strategic marketing campaign

**ARTSTOR (Non-Profit Art Education), New York**, Manager of Creative Services - One year

- Managed and worked closely with senior executives both nationally and internationally to create consistency for the ARTstor identity and maintain the brand aesthetic across all of the mission-driven services and offerings
- Re-branded organization's marketing assets focusing strategic direction to target audiences through campaigns to increase brand awareness and influence
- Increased social media interest through marketing and design tactics (clarify touch points and calls-to-action) by 52%

**TIME INC., New York**, Contract Creative Services Manager, Six month contract only

- Lead design for *All You Magazine* including design of international client-facing programs, in-book client advertorial units, in-book brand promo pages, retail marketing signage, digital ad units, and photo shoots
- Worked collaboratively with Senior Marketing Managers on timelines, resourcing, and with copywriters and producers
- Increased social media interest and banner advertising click-through rates

**NTECHNICA, New York**, Contract Creative Director, Start-up, Six month contract only

- Lead designer for international start-up including creation of brand identity
- Created strategies to promote an international mobile payment solution product for personal and business use within an agile driven environment.
- Designed and directed the mobile application and website while leading the creative development, user experience and information architecture

**MCGRAW-HILL COMPANIES, New York**, Multimedia and Design Manager - Six years and Promoted from Art Director in May 2006

- Restructured the McGraw-Hill Construction advertorial design for *SNAP Magazine* reducing cycle time by 35% and increased ad revenue by \$50k.
- Managed marketing and advertorials for three (3) publications, department events, and educational assets, which included: Lead the advertorial design for *Architectural Record Magazine* and *Chicago Architect Magazine*
- Responsible for leading and mentoring a staff of six national and global employees