



# angie graphs

## Marketing & Design

I'm Angie, a multidisciplinary creative with a knack for design and marketing. I'm basically a one-woman shop for executing marketing initiatives and their creative assets. I implement digital strategies and graphic design to connect businesses with their dream audience and visually communicate their business objectives. Over the years, I've learned to identify opportunities in the marketplace for business growth and mastered communication, both verbally and visually.

### Education

B.A. of Arts in Graphic Design  
Minor in Marketing  
Graphic Design Internship at California State University, San Bernardino

### Location

Corona, CA

### Contact

angiegraphs@gmail.com  
(949) 539-9558

### Expertise

Indesign, Illustrator,  
Photoshop, Lightroom,  
Premier Pro, Microsoft Office  
Suite, Mailchimp & Klaviyo

## Skills

**Design:** graphic design, web design, UI, UX, email design

**Web:** Wordpress & Shopify, HTML, SEO

**Content creation:** copywriting, photo editing, video editing, illustrations, templates, ugc content

**Marketing:** social media and email campaigns, running paid ads, lead generation and lead nurturing, analytics

## Experience

### Measurable Difference

Digital Marketing & Design

2022 - present

At Measurable Difference, I play a critical role in representing the brand across different online channels and creating designs that peak the interest of retail buyers and customers.

- Designed graphics for social media posts, sales presentations, product labels, packaging, mockups, website, marketing collateral, and emails
- Managed e-commerce website and product listings, improving seo
- Launched email campaigns that improved open rate, and increased online sales, return customer rate and order size
- Planned, implemented and monitored brand's social media presence (facebook, instagram, & tiktok)
- Executed digital marketing initiatives, such as campaigns, ads, and influencer partnerships
- Improved online presence: increased reach, likes, engagement rate, and quality ranking of posts and ads

### The Young Americans

Marketing & Media Manager

2019 - 2022

At The Young Americans, I played a vital role in promoting the business and mission of the organization by implementing marketing initiatives, producing marketing assets, and designing digital and print materials

- Designed graphic materials such as: logos, merch, brochures, pamphlets, academic catalogues, postcards, flyers, posters, college booth, and more, and powerpoints)
- Edited videos, retouched photos, and designed graphics for promotional content
- Managed wordpress website and designed web graphics (digital flyers, animated Gifs, and banners)
- Launched email campaigns and social ads to increase student recruitment, reconnect with donors, secure donations, and promote theatre shows and outreach programs
- Directed and coordinated social media accounts (facebook, instagram, twitter & tiktok)
- Improved online presence: increased followers, likes, and engagement rate

### **Drip**

Digital Design  
2020

My focus at Drip was to increase online sales by collaborating with the marketing team to strategize and execute email campaigns that were on brand and trendy.

- Designed graphics for social media posts, sales presentations, product labels, packaging, mockups, website, marketing collateral, and emails
- Managed e-commerce website and product listings, improving seo
- Launched email campaigns that improved open rate, and increased online sales, return customer rate and order size
- Planned, implemented and monitored brand's social media presence (facebook, instagram, & tiktok)
- Executed digital marketing initiatives, such as campaigns, ads, and influencer partnerships
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### **Nature's Wild Organic**

Digital Marketing & Design  
2018 - 2019

I played the role of designer, marketer, social media manager, administrator, and customer service representative. This experience tested my time management skills, organizational skills, and creativity.

- Created a brand identity that resonated with our consumers
- Designed graphic materials such as: packaging, product labels, merch, brochures, pamphlets, flyers, sales presentations, marketing collateral, website banners, email graphics, and more
- Built mobile-friendly websites for the company and its subdivisions, strategized user experience (UX) and designed the interface (UI) of website
- Monitored web activities and Google analytics
- Planned, implemented and monitored brand's social media presence (facebook, instagram, & tiktok)
- Executed digital marketing initiatives, such as campaigns, ads, and influencer partnerships
- Improved online presence: increased reach, likes, engagement rate, and quality ranking of ads
- Assist in organizing tradeshow events to facilitate their success

### **E-Business Solutions**

Graphic Design & Marketing Assistant  
2017

At E-Business Solutions, I played the role of a marketing assistant to alleviate the workload of the marketing team, and designed all print and digital materials for the sales team and our clients.

- Designed graphic materials for the marketing and sales team, such as: logos, merch, marketing collateral, website banners, email graphics, email templates and layouts
- Assisted the marketing team with market research, promotional plans, and events
- Managed business profiles, listings online, and lead generating sites
- Built mobile-friendly websites for the company and its subdivisions, strategized user experience (UX) and designed the interface (UI) of websites
- Monitored web activities and Google analytics