

ANGELINA LY

Highly adept marketing professional who possesses the skills and experience to work with tight deadlines in a constantly changing and growing environment. Overall a very motivated individual specializing in marketing, branding, and design solutions.

EDUCATION & AFFILIATION

ROOSEVELT UNIVERSITY - HELLER COLLEGE OF BUSINESS | DECEMBER 2022
Master of Business Administration with concentration in Marketing

ILLINOIS INSTITUTE OF ART | JUNE 2018
Bachelor of Fine Arts - Graphic Design

BIG BROTHERS BIG SISTERS OF AMERICA | MAY 2020 - PRESENT
Mentor/Big Sister

EXPERIENCE

**CREATIVE LEAD IN MARKETING | CRANE USA/ CRANE BABY, ITASCA, IL
MAY 2019 - PRESENT**

- Strategize and spearhead launch of brand extension into new industry
- Conceptualize, design and produce engaging creative content for print, social, digital and email marketing campaigns to promote brand awareness and boost product sales
- Maintain project timelines and deliverables while ensuring budget adherence
- Oversee interview process, train marketing associates and develop intern program
- Design and coordinate production of web and printed marketing materials including brochures, banners, presentation sheets, product catalogs, and advertisements
- Photography and video production for user manuals and advertisements
- Prepare and work national consumer events and conferences

**GRAPHICS AND SOCIAL MEDIA COORDINATOR | CRANE USA, ITASCA, IL
APRIL 2018 - MAY 2019**

- Produce packaging standard for 350+ products and maintain brand consistency for 29 international distributors in various countries
- Research industry trends and implement effective influencer, brand ambassador and product sampling programs to increase brand exposure
- Design and manage company Wordpress and Wix websites, as well as Amazon Vendor Storefront A+ content, optimizing for most effective keyword search
- Photography and video production for user manuals and advertisements

**MARKETING AND GRAPHICS COORDINATOR | BIKO INDUSTRIES, ELMHURST, IL
AUGUST 2019 - AUGUST 2021**

- Execute digital marketing campaigns via online, email, social and other media
- Evaluate advertising and promotion strategies for products and programs including: providing promotion analysis and budget updates along with offering ideas and information about program evaluations
- Manage digital marketing channels including display advertising, paid search, and marketplaces

**MARKETING DESIGN ASSISTANT | GCG FINANCIAL, DEERFIELD, IL
JANUARY 2017 - APRIL 2018**

- Designed and produced various projects from concept to completion, including postcards, newsletters, business cards, presentations, proposal charts, etc.
- Assisted in rebranding material after company merger for 20+ independent insurance and financial services firms
- Lead intern team and managed transition to new compliance

AWARDS & CERTIFICATIONS

President's and Dean's Honor List | 2018
Second Place EDPA Trade Show Challenge | 2017
Klaviyo Email Certification
Hubspot SEO Certificaton

CONTACT

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SKILLS

Branding
Marketing Design
Package Design
Copywriting
Search Engine Optimization
Chinese (Intermediate)

Adobe Suite

(Photoshop, Illustrator,
InDesign, Lightroom, Acrobat
Premier)

Microsoft Office

(PowerPoint, Word, Excel)

Website Building Platforms

(Wordpress, Wix)
Basic HTML and CSS

Social Media/Email Marketing

(Facebook, Instagram, Twitter,
Snapchat, TikTok, LinkedIn,
Later, Mailchimp, Klaviyo, etc.)

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