

# 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

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

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

**ANTI-CRUELTY SOCIETY | DEC 2022 - Present**  
Young Associate Member

**BIG BROTHERS BIG SISTERS OF AMERICA | MAY 2020 - AUGUST 2021**  
Mentor/Big Sister

## EXPERIENCE

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**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
- 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

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

## CONTACT

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angelinalycreative@gmail.com  
Mahomet, IL 60193

## SKILLS

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

### 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.)

angelinalycreative.com