

**Angela Stanford-Butler** 15386 Oak Point Dr., Spring Lake, MI 49456  
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Creative professional with extensive experience in the strategic and innovative development of creative communication solutions for a broad range of clients and categories that include retail, financial, and higher education institutions. Skilled in media channels of print, digital, social, in-store, broadcast, and outdoor. Energetic, hands-on team member, leader, and mentor. A committed client partner, dedicated to the integrity of the brand.

**Principal at ASB Creative** 11/15 - Present

Clients: CUP Health, Dodson Group Payment Solutions, Gordon Food Service, Grand Haven Running Club, Klever Innovations, Montcalm Care Network, Port City Pajamas, Trophy Class Real Estate, and Walden Green Montessori.

At ASB Creative, I specialize in meeting the design and marketing needs of clients large and small. For smaller, local clients that need brand differentiation help but can't afford a full blown agency, I serve as a full-service Creative Consultant. I work with them to strengthen their brand. From there I ensure that their marketing communications support that brand across all channels including print, web, broadcast, radio, and outdoor. I can do the same for larger clients or step in as a designer or art director when staffing is limited and additional set of eyes and hands is required.

**Creative Director Gazillion & ONE** 1/07 - 11/15

Clients: Baker College, The Culinary Institute of Michigan, The Auto/Diesel Institute of Michigan, Baker College Online, HireQualified, Bekins, and NuUnion Credit Union.

G1 specializes in brand differentiation and the marketing communication strategies that support those differences. Led the development of creative communication solutions for all channels including print, web, broadcast, radio, and outdoor. Wrote and edited copy. Raised the bar on existing creative and set high standards to increase client brand awareness and recognition.

Staff - Graphic Designer, Production Artist, Independent Contractors, Outside Vendors.

**Creative Director Ambrosi & Assoc.** 7/01 - 12/06

Clients: ULTA 7/01 - 8/05, Quixtar, Personal Accents, Bacharach's, and Godiva 11/05 - 12/06

Directed several teams in the development of catalog, collateral and signage from concept through release. Led the development of ULTA creative that resulted in one of their most successful Mother's Day retail sales on record with double digit increases in a downward trend market. Heavily involved in agency process improvement. Contributed concept direction to the following clients and agency new business pitches: Personal Accents, JoAnn Super Stores, Butterfield Blooms, and Home Depot.

Staff - Senior Art Directors, Designers, Sr. Editor, Writers.

**Creative Director - Concept Development/Targeted Marketing ABD Group** 1/00 - 7/01

Client: Sears

Led large Concept Development team in the strategic development of seasonal and special event creative concepts and storewide photo plans for national pre-prints and mailers. Additionally managed the Targeted Marketing team overseeing print and ROP advertising for specialty and ethnic markets.

Staff - Associate Creative Director, Senior Art Directors, Art Directors, Designers, and Writers.

Adobe Creative Suite Skills: InDesign, PhotoShop, and Illustrator

Bachelor of Science in Advertising from the University of Illinois

Previous President of the Foundation Board at Walden Green Montessori