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Creative professional with extensive experience in strategic planning and execution and the innovative development of creative marketing communication solutions for a broad range of clients, categories, and platforms. A hands-on, team member, leader, and mentor. A committed client partner, dedicated to the integrity of the brand.

Brand Manager, Bekins Appliance and Electronics 12/6/21 - Present

As Bekins Brand Manager I serve as the gatekeeper of the Bekins brand and Manager of the Marketing team, working to get important Bekins messaging into the community and market to both recruit for new Bekins employees and raise brand awareness in our market to generate leads and sales in store and online. Responsible for the annual marketing strategy, budget and production of marketing materials throughout all channels of the company.

Director, Downtown Development Authority and Communications at Village of Spring Lake 6/18 - 11/21

Served both Village Manager and DDA Board. Supported local development and redevelopment projects, created and promoted events to support local businesses and the community at large. Developed and maintained social and web presence as well as print, digital and video marketing materials to serve businesses, charitable organizations, individual community engagement, grant writing and fundraising needs. Created the Art In The Park program to bring murals to the Village and served as Development Director for the Tanglefoot Park Transformation. Acted as the voice and face of the Village for on-air public relations purposes.

Principal at ASB Creative 11/15 - 03/20

Clients: CUP Health, Dodson Group Payment Solutions, Gordon Food Service, Grand Haven Running Club, Halperns' Steak & Seafood, Klever Innovations, Montcalm Care Network, Port City Pajamas, Trophy Class Real Estate, and Walden Green Montessori. At ASB Creative, I specialized in meeting the design and marketing needs of clients large and small, as a full-service Creative Consultant. I worked to strengthen the client's brand and ensure that their marketing communications aligned with brand standards across all channels.

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 developed brand differentiation and the marketing communication strategies that supported those differences. Led the development of creative marketing communication solutions for all media including print, web, broadcast, radio, and billboard. Wrote and edited copy in the brand voice. Raised the bar on existing creative and set high standards to increase client brand recognition.

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

Clients: ULTA 7/01 - 8/05, Quixtar, Personal Accents, Bacharach's, Godiva 11/05 - 12/06 Directed several teams in development of catalog, collateral and POP signage from concept through release. Led development of ULTA creative resulting 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.

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

Client: Sears. Led large CD team in strategic development of seasonal and special event creative concepts and storewide photo plans for national pre-prints and mailers. Managed Targeted Marketing team overseeing print and ROP advertising for specialty and ethnic markets.

Have managed Associate Creative Directors, Senior Art Directors, Art Directors, Designers, Production Artists, Digital Specialist, Brand Ambassador, Sr. Writers, Copy Writers, Photo Crews, Independent Contractors and Outside Vendors.

Adobe Creative Suite Skills: InDesign, Photoshop, and Illustrator
Microsoft Office Skills: Outlook, Teams, PowerPoint, Word, and Excel

Bachelor of Science in Communications from the University of Illinois