

**Angela Stanford-Butler 15386 Oak Point Dr., Spring Lake, MI 49456 773.793.3753 astanfordbutler@gmail.com**

Creative professional with extensive experience in strategic development of high-impact, integrated marketing campaigns for a diverse range of clients, categories, and platforms. Proven results leading teams through complex business challenges. A hands-on, team member, leader, and mentor. Committed client partner, dedicated to the integrity of the brand and enhancement of the customer journey.

**Brand Manager, Bekins Appliance and Electronics, Grand Haven, MI 12/6/21 - 8/5/24**

- Driving force behind Bekins' integrated marketing communications to both raise brand awareness to generate leads for sales in store and online and to support HR in recruiting for new Bekins employees.
- Responsible for training, coaching and professional growth of the Marketing team. Provide art direction, feedback and quality control while managing the integrity of the brand to align with brand standards.
- A cross-functional partner for all business departments. Responsible for the annual marketing strategy, budget and production of digital and traditional marketing materials throughout all channels of the business.

**Director, Downtown Development Authority and Communications for the Village of Spring Lake, MI 6/18 - 11/21**

- Served Village Manager and DDA Board in support of local development and redevelopment projects, created and promoted events to support local businesses, responsible for community engagement, grant writing and fundraising.
- Developed and maintained social and web presence as well as print, digital and video marketing materials.
- 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, Spring Lake, MI 11/15 - 03/20**

**Clients:** CUP Health, Dodson Group Payment Solutions, Gordon Food Service, Halperns' Steak & Seafood, Klever Innovations, Montcalm Care Network, Port City Pajamas, Trophy Class Real Estate, and Walden Green Montessori.

- Full-service Creative Consultant specialized in meeting the design and marketing needs of clients large and small.
- Strengthened client's brands ensuring marketing communications aligned with brand standards across all channels.

**Creative Director, Gazillion & ONE, Grand Haven, MI 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 specialized in marketing brand differentiation.

- Managed two designers and all outside vendors in the strategic development of marketing communications for all media.
- Gatekeeper of the brand visuals and voice through art, photo and video direction, copy writing, and quality control.
- Achieved excellence in obtaining military photography, establishing standards for our image and graphics library.

**Creative Director, Ambrosi & Associates, Chicago, IL 7/01 - 12/06**

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

- Directed teams, large and small in development of catalog, collateral and POP signage from concept through release.
- Led creative pitch and reviews with stakeholders and company leadership. Maintained client relationships.
- 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 and contributed concept direction for agency new business pitches.

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

- Led large CD team in strategic development of seasonal and special event creative concepts and storewide photo plans for Sears national pre-prints and mailers from creative pitch to film reviews with buyers and creative services.
- Managed Targeted Marketing team overseeing print and ROP advertising for specialty and ethnic markets.

**Management Experience:** Associate Creative Directors, Senior Art Directors, Art Directors, Designers, Production Artists, Digital Specialists, Sr. Writers, Copy Writers, Photo Crews, Independent Contractors and Outside Vendors.

**Technical Expertise:** Fluent Adobe Creative Suite Skills: InDesign, Photoshop, and Illustrator, some After Effects. Microsoft Office Skills: Outlook, Teams, PowerPoint, Word, and Excel.

**Education:** Bachelor of Science in Communications from the University of Illinois