

Angela Stanford-Butler  
15386 Oak Point Dr.  
Spring Lake, MI 49456  
773.793.3753  
agsbutler@gmail.com  
**what-have-i-done.com**

Energetic, hands-on team member, leader and mentor. A committed client partner, dedicated to the integrity of the brand.

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

Serve both Village Manager and DDA Board. Support local development and redevelopment projects, create and promote events to support local businesses and the community at large. Develop and maintain social and web presence as well as print, digital and video marketing materials that serve our businesses, charitable organizations, individual community engagement, grant writing and fundraising needs. Act as the voice and face of the Village for on-air public relations purposes.

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

**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, The Committee to Elect Jeanette Schipper, 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, as a full-service Creative Consultant. I work to strengthen the client's brand and ensure that their marketing communications align 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 develops brand differentiation and the marketing communication strategies that support those differences. Led the development of creative marketing communication solutions for all channels including print, web, broadcast, radio, and outdoor. Wrote and edited copy in the brand voice. Raised the bar on existing creative and set high standards to increase client brand 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, Godiva 11/05 - 12/06 Directed several teams in development of catalog, collateral and 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.

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 strategic development of seasonal and special event creative concepts and storewide photo plans for national pre-prints and mailers. Also 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

CMS: Weebly and WordPress

Bachelor of Science in Communications from the University of Illinois