

Proactive leader
& collaborator
with a proven
track record of
effectively
prioritizing and
managing
multiple projects
that result in
creative and
successful
campaigns and
deliverables.

GRAPHIC DESIGN & ART DIRECTION

- Conceptualize, design and manage the creation of on-brand print and digital assets and campaigns to support internal and external clients.
- Plan and execute studio and location photoshoots: pre-pro, production, and post.
- Lead and collaborate with internal and freelance creatives: production artists, retouchers, designers, copywriters, stylists, HMU, photographers, videographers, directors, producers.
- Facilitate creative meetings across departments to ensure alignment with strategy and vision.
- Avid learner and explorer personality lends to fresh ideas and concepts.

ASSET TYPES

- Print: brochures, flyers, postcards, business cards, table tents, slide decks, look books, catalogs, advertisements, posters, packaging, displays, booths, billboards, variable data printing
- Web: emails, banner ads, GIFs, digital displays, mock-ups, social media assets, HTML/CSS, bootstrap, maintenance
- Other: marketing strategy, presentations, copywriting, video editing, photography, (DSLR, 3-point lighting, StyleShoots Live), behind-the-scenes

PROFESSIONAL TIMELINE

2016-2019 Haggar Clothing Co.

Sr. Art Director (promoted) | Art Director (promoted) | Graphic Designer

2014-2016 Freelance - Graphic Design & Art Direction

Clients: Neiman Marcus, CBRE, Teladoc, GM Pharmaceuticals + more

2015 *Associates in Visual Communication, Tarrant County College*



2009-2014 Key Properties Plus - Leasing Manager | Investment Specialist

2005-2008 Tampa Bay Business Journal - Events & Marketing Coordinator

2007 *Masters in Management, University of South Florida*

2001-2004 Physiotherapy Associates

Group Biz Manager (promoted) | Ops Analyst (promoted) | Clinic Biz Manager

2001 *Bachelors in Public Admin (Health & Accounting), Grand Valley State University*

ANGEL K WILL graphic design & art direction