

ANGELA PANZICA

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SUMMARY

I am a multidisciplinary graphic designer, brand manager and creative director focused on telling the unique stories of my clients through design. I have worked in the fields of art direction, branding and visual identity, marketing, and web design. My experience has come from being an in-house designer for both mid- and large-sized companies as well as leading the creative direction for an award-winning agency.

AREAS OF EXPERTISE

- » Creative Direction
- » Adobe Creative Suite, HTML/CSS
- » Content Management System (CMS)
- » Web Design and Development, SEO
- » Email Marketing
- » Brand Identity
- » Typography and Layout
- » Digital Design
- » Large Scale Design
- » Direct Mail and Collateral

WORK HISTORY

FREELANCE GRAPHIC DESIGN // Huntsville, AL

Graphic and Web Design, Brand Management, Marketing and Art Direction, August 2011 — Present

- Provided high-level design and communications strategy for TEDxCincinnati, Once Blind Studios and Starr Printing, among others
- Developed advertising concepts and provided copy for ads, creative materials and digital mediums

DIGIUM, INC. // Huntsville, AL

A communications technology company specializing in open source software that can be used to turn a personal computer into Voice over IP phone system.

Senior Graphic Designer, March 2018 — November 2018

- Responsible for overall marketing materials and brand management. Created theme and design for several events and campaigns including large, multi day tradeshow and conferences
- Provided creative direction for website team and design implementation

UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE // Sarasota, FL

A separately accredited institution in the University of South Florida System, USFSM provides high quality bachelor's and graduate-level education.

Graphic Designer, July 2017 — July 2018

- Responsible for brand management of marketing collateral and events, including Brunch on the Bay, the signature annual event providing millions in scholarship dollars and building community awareness
- Develops creative content for print and digital USFSM branded design

VISTRA COMMUNICATIONS // Tampa, FL

Ranked #1 Top PR Firm in Tampa Bay by the Tampa Bay Business Journal in 2016 and winner of the Small Business of the Year by Tampa Chamber of Commerce in 2016, Vistra services local and national clients including several Federal Agencies.

Creative Manager, June 2014 — June 2017

- Directed the design and production of visual materials for print and digital communications
- Produced and oversaw the creative process while managing a team of designers, developers, copywriters and project managers
- Established the visual identity, created brand standard guidelines and brand awareness for Vistra and its clients, including a major rebrand of the City of Albany, GA and its integration of 23 city departments

CAREERSOURCE SUNCOAST // Bradenton, FL

A private, non-profit corporation with a Board of Directors, CareerSource Suncoast provides talent recruitment and development to local businesses and assists job seekers and workers in managing their careers.

Communications Coordinator, November 2013 — July 2014

- Directed marketing efforts to increase the value and performance of a new branding campaign
- Prepared and presented monthly the brand awareness campaign to Board of Directors and 100 employees
- Created and developed all communications materials including large-scale design, web design and all internal and external communications materials
- Closely collaborated with CareerSource Florida to align the regional brand with state standards
- Wrote a comprehensive communications manual with clear and actionable goals and brand standards

THE KROGER COMPANY // Cincinnati, OH

The largest supermarket chain in the United States with \$115 billion revenue, Kroger-branded grocery stores are located in the Midwestern and Southern United States with headquarters in Cincinnati, OH.

Digital Production Artist, August 2013 — November 2013

- Followed a development timeline to successfully migrate a 5,000+ page website and 16 microsites
- Created visual support for online and mobile applications

EDUCATION

UNIVERSITY OF ALABAMA-HUNTSVILLE // Huntsville, AL

Master of Business Administration, Enrolled Spring 2019

NORTHERN KENTUCKY UNIVERSITY // Highland Heights, KY

Bachelor of Arts, Psychology, Minor in Business, June 2004

CINCINNATI STATE // Cincinnati, OH

Associate of Arts, Graphic and Web Design, June 2014