

Angelene Padovano

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- *Trusted, inventive, integrated marketer adept in managing an efficient and effective creative process for business-to-business and consumer advertising brand campaigns*
- *Achieves attainable marketing goals by focusing on organization, artistic brand integrity and honest working relationships*
- *Experienced in leading team operations for strategy, insights, design, online, event and video production and building a positive and enthusiastic team environment*

Saatchi & Saatchi, Los Angeles, CA

July 2015 – Present

Freelance Account Supervisor

- Manage upcoming 2016 Toyota vehicle model launch campaign including broadcast, print, OOH, social and digital iMedia

J&J Staffing Resources, Langhorne, PA

January – June 2015

Marketing and Public Relations Account Executive (Temporary position)

- Planned annual premier event for the Smart Grid technology industry by pitching to press, developing media sponsor relationships, delivering creative assets for event promotion, and managing speaker and attendee outreach

360i, New York, NY

May 2012 – October 2014

Account Supervisor: Canon, Blistex

- Partnered with Canon USA and LATAM client marketing teams within five sectors of B2B printers and professional photography product groups to develop online video, rich media, display, print, email, SEM and webinar campaigns
- Launched first-ever video testimonial channel and live demo peer-to-peer event campaign for Canon large format printer group by initiating existing 360i marketing outreach strategy, gaining new customer base and generating 15+ press pieces
- Acquired product influencers and spearheaded planning and execution of on-location video and photo shoots with Canon
- Revitalized client-agency communications process and generated additional revenue by harnessing client relationships
- Led 10-person agency team while training direct report, Account Manager, on updated process, finances and forecasting
- Revamped Blistex client relations for creative production of TV, print and online display campaigns for beauty products

Wunderman, New York, NY

June 2009 – May 2012

Account Supervisor: Land Rover, Kodak, Nokia

September 2011 – May 2012

- Nominated by senior executive management to lead new business pitches and establish structure for 3+ at-risk accounts
- Developed Land Rover vehicle owners' CRM communications program and separately launched regional website and mobile site redesigns, increasing site traffic by 25% and further awarding additional vehicle landing page design projects
- Directed data-driven integrated marketing campaigns for Kodak Inkjet Printer product targeted to consumer and SOHO audience including email, DM, mobile and Facebook creative tactics, and defined yearly scope of work for client
- Managed workload of Account Executive and 10-person agency team to deploy tactics reaching Kodak's marketing goals
- Created digital customer strategy for North America Nokia client for Lumia mobile phone launch and product campaign

Account Executive, CVS/Caremark

May – September 2011

- Produced CRM member engagement email and direct mail campaigns with unique strategy and creative for each of the five pharmacy benefit customer segments, doubling the conversion rate within the brand-to-generic segment
- Provided daily support for client group (8-person team) handling creative feedback, delivery and monthly results metrics
- Guided direct report, Account Coordinator, and maintained internal strategy, creative and production resources during member website portal re-launch and high-volume studio time (five email and direct mail pieces released weekly)

Account Executive, Dell

February 2010 – May 2011

- Executed Dell's cohesive small and medium business global advertising brand campaign and website launch entitled "Take Your Own Path" including print, outdoor, online, collateral, mobile, social and rich media vehicles
- Collaborated with international agency counterparts, media buyers, clients and Dell's partner funding to achieve timely release of campaign's 200 creative masters into nine countries for regional production stage and localization of approximately 3,000 assets in market, totaling 3.72 billion impressions over a five month launch period

New Business Associate

June 2009 – February 2010

- Controlled content, creative deliverables, schedules, resources, budgets, studio production efforts during all pitches
- Coordinated 19+ various global pitch teams and assisted high-level executives with schedules, meetings and press
- Researched and responded to global inquiries from agency network to support incoming client RFIs and RFPs
- Audited and overhauled internal case study database and distributed weekly New Business status report to executives

Albion Brand Communications, London, England

March – May 2007

Advertising Intern

- Contributed to art and copy creative work and prepared campaign pitch for Pizza Express restaurant rebrand
- Produced UKTV show Market Kitchen photo shoot and conducted international market research for new restaurant clients

EDUCATION - Boston University College of Communication

Boston, Massachusetts

Bachelor of Science in Communication

May 2008

Concentration in Advertising, Minor in Art History and Visual Arts

Magna Cum Laude Honors, GPA: 3.5

- Knowledgeable in Mac, PC, Adobe Creative Suite, Microsoft Office, Project and digital asset management systems
- Interests include wedding and event invitation design, film, cityscape photography, French and British art, musical theater