

Angelene Padovano

669 4th St, Apt 3, Hermosa Beach, CA 90254 • (917) 833-2125 • angie.padovano@gmail.com • angiepadovano.com

-
- Trusted, inventive, integrated marketer adept in managing an efficient and effective creative process for business-to-business and consumer brand advertising and customer relationships marketing campaigns
 - Achieves attainable marketing goals by focusing on organization, artistic brand integrity and honest working relationships
 - Experienced in leading detailed team operations for strategy, database management, analytics, design, email, website experiences, CRM, event and video production while building an infectious positive and enthusiastic team culture
-

RAPP, Los Angeles, CA • *Account Supervisor*

October 2015 – Present

- Leads Toyota customer relationship marketing programs as client partner across multiple vehicle campaigns including owner retention, purchase prospecting, sales sustainment, brand partnerships and vehicle sell-downs and launches
- Manages 10+ clients, two direct reports and collaborates with discipline leads to execute ongoing email, DM and microsites
- Launched and optimized Toyota Trucks Experience parallax website, email, social and direct mail campaign driven by customer engagement data and first-ever developed API-driven content, resulting in 3K new hot leads and 6% sales lift
- Grows agency out-of-scope business ~\$200K across each fiscal year, providing strategic solutions and new opportunities
- Facilitates relationship marketing fiscal year comms planning and analytics performance reviews across 26 Toyota vehicles
- Sunset the Scion brand email database, reaching monthly sell-down objectives and orphan owners with opportunistic DM

Saatchi & Saatchi, Los Angeles, CA • *Freelance Account Supervisor*

July – September 2015

- Executed Toyota Prius vehicle launch campaign including print, OOH, Super Bowl broadcast, social and digital iMedia

J&J Staffing Resources, Langhorne, PA • *Marketing and PR Account Manager (Temporary position)*

January – June 2015

- 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 • *Account Supervisor: Canon, Blistex*

May 2012 – October 2014

- Partnered with Canon USA and LATAM marketing clients within five sectors of B2B printers and professional photography product groups to develop online video, rich media, display, print, email, SEM and webinar campaigns
- Produced first-ever video testimonial channel and live demo peer-to-peer event campaign for Canon large format printer sector by initiating outreach strategy to acquire product influencers, thus generating new customers and 15 press pieces
- Trained direct reports, Account Managers, on new process, finances and forecasting while leading 10-person agency team
- Revamped Blistex client relationship and process for creative production of TV, print and online beauty product campaigns

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 that increased site traffic by 25% and secured additional client vehicle landing page design projects
- Directed data-driven integrated marketing campaigns for Kodak Inkjet Printer product via social, DM, email and mobile
- Guided Account Executive and 12-person agency team, defining Kodak yearly scopes and Nokia digital launch strategy

Account Executive: CVS/Caremark, Abbott

May – September 2011

- Generated high-volume CRM member engagement email and DM 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
- Coordinated Pharmaceutical AbbVie client (formerly Abbott) HUMIRA drug CRM email and DM campaigns, including streamlining FDA/legal approval submissions and developing new patient welcome program strategy and creative

Account Executive: Dell

February 2010 – May 2011

- Operated 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 video channels
- Collaborated with international agency and client counterparts, media buyers, vendors and Dell's partner funding to achieve timely release of campaign's 200 creative masters into nine countries for regional production stage, translation 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 RFIs and RFPs
- Organized 19+ pitch teams assisting high-level executives daily and distributed weekly new biz reports to global network

Albion Brand Communications, London, England • *Advertising Intern*

March – May 2007

Boston University College of Communication, Boston, Massachusetts

May 2008

Bachelor of Science in Communication

Magna Cum Laude Honors, GPA: 3.5

Concentration in Advertising, Minor in Art History and Visual Arts

- Knowledgeable in Adobe Creative Suite, Microsoft Office and Project, Jira, digital asset and content management systems