

Angelene Padovano

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- Trusted, inventive, integrated marketer adept in leading an efficient and effective creative process for consumer brand and business-to-business advertising and customer relationship management marketing campaigns
 - Achieves attainable marketing goals by focusing on organization, artistic brand integrity and honest working relationships
 - Experienced in leading detailed operations for cross-discipline teams, client and vendor management, strategic brand planning, database management, performance analytics, global digital, print and online advertising, brand partnerships, website experiences, product development, CRM, field marketing specialist training, event and video production while building an infectious positive and enthusiastic team culture
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RAPP, Los Angeles, CA ▪ *Account Director: Lexus, Toyota*

October 2015 – April 2021

- Led Lexus customer relationship marketing programs as client partner across multiple campaign types including handraiser interest and lead-generation, new customer acquisition and prospecting, owner retention and loyalty, sales sustainment, brand partnerships and vehicle sell-downs and product launches, totaling to \$15 million business
- Onboarded and trained Lexus field team on retention marketing program and database strategy, while growing national dealer business to increase sales, ROI and market share, leveraging Ecommerce communications fulfillment platform
- Managed 10+ clients, three direct reports and collaborated with directors across disciplines such as analytics, creative, strategy, data, production and project management to execute ongoing email, direct mail, microsites and social campaigns
- Maintained A/B creative, subject line and messaging testing across product campaigns, providing lift performance analysis

Account Supervisor: Toyota

- 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
- Grew agency out-of-scope business ~\$300K across each fiscal year, providing strategic solutions and new opportunities
- Facilitated fiscal year marketing comms planning, budget and analytics performance reviews across 26 Toyota vehicles
- Sunset the entrepreneur Scion brand email database, reaching monthly sell-down product objectives and orphan owners by creating an opportunistic direct mail piece with 23andMe partner to collect new customer data with sweepstakes tactic

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 display ads
- Adapted product campaigns to regional areas with revised messaging catered to audiences, driven by qualitative insights

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 with local adaptation
- Produced first-ever video influencer testimonial channel and live demo peer-to-peer event campaign for Canon large format printer sector by initiating outreach strategy to acquire product influencers, 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, email, DM and mobile
- Guided AE and 12-person agency team to define Kodak yearly scopes and Nokia global digital strategy in seven countries

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

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

Concentration in Advertising, Minor in Art History and Visual Arts

Magna Cum Laude Honors, GPA: 3.5

- Knowledgeable in Adobe Creative Suite, Microsoft Office and Project, Jira, digital asset and content management systems
- Recipient of 2018 Q2 RAPPTOR Cheerleader Award for outstanding leadership among RAPP US Agency Network