

# ANGELA PANZICA

859 750 0009 // design@angelapanzica.com  
linkedin.com/in/angelapanzica

## QUALIFICATIONS

Develop creative solutions to communications problems  
Management, training and leadership experience  
Web, branding and graphic design for print and digital platforms

## SOFTWARE

Adobe Creative Suite including Illustrator, Photoshop, InDesign, Dreamweaver  
HTML/CSS, WordPress, Business Catalyst  
Proficiency in both Mac OS & Windows

## DESIGN SKILLS

- Web Design and Development
- Logo Creation
- Typography
- Print Design
- Brand Identity
- Direct Mail and Collateral
- Social Media Marketing
- Large Scale Design

## EXPERIENCE

### **Creative Manager // Vistra Communications, Tampa, FL // 2014 – Present**

- Provides strategic oversight and big picture thinking for overall creative direction and visual identity for Vistra and its clients
- Develops concepts & design for clients' promotional and branded materials
- Ensures web design, print, and video productions meet client instructions, quality standards and brand identity
- Creates digital marketing campaigns aligned with communications goals
- Manages websites' front- and back-end code and development
- Champions UX design principals and ensures all creative deliverables are optimized for the end user point of view

### **Branding Project Manager // CareerSource Suncoast, Sarasota, FL // 2013 – 2014**

- Developed new branded materials for both large and traditional printing
- Created digital design for multiple media platforms
- Developed new website content and graphics aligned with rebranding goals
- Managed cross-platform social media campaign to raise awareness of rebrand
- Created and led company-wide brand ambassador workshops and campaign

### **Digital Production Artist // The Kroger Company, Cincinnati, OH // 2013**

- Built and updated digital communication for email, web pages, and banner ads
- Created graphics and images in Photoshop and Illustrator

### **Graphic Designer, Freelance // 2011 – 2014**

- Created website design and branded integrated campaigns for TEDxCincinnati
- Designed print collateral for Susan G. Komen® Dine Out for the Cure®

## RECOGNITION

### **Best of Show & Gold Addy Award // American Advertising Federation, 2013**

Design Campaign for TEDxCincinnati

### **Gold Addy Award // American Advertising Federation, 2012**

Logo Design for Red Mosquito Raceway

## EDUCATION

### **Cincinnati State Technical and Community College**

A.A., Graphic and Web Design

### **Northern Kentucky University**

B.A., Psychology, Business