



ANGEL K WILL

GRAPHIC DESIGN & MARKETING

Hi, I'm Angel, a versatile and strategic-minded brand designer with a proven track record of creating effective marketing communications.

I thoroughly enjoy the process of developing cohesive messaging that strengthens brands and helps businesses grow.

I'm well-versed in design and strategy, from concept to final production, for print and digital needs.

With a strong can-do attitude, my philosophy is simple... Where there's A. Will, there's a way.

CONNECT

LinkedIn

Send Message

Portfolio: angelkwill.net

DESIGN & MARKETING EXPERIENCE

- Responsible for conceiving, designing, and managing print and digital assets for marketing & brand campaigns, corporate communications, and special projects.
- Right-hand to VPs and CDs ensuring marketing and design strategies are effectively implemented on-schedule and on-budget.
- Collaborate with internal and freelance designers, retouchers, copywriters, developers, printers, and department teams, as well as train and mentor new associates.
- Plan and execute studio and location photoshoots: pre-pro, production, and post.
- Strong skillset in project management, copywriting, editing, marketing & brand strategy.

ASSET DELIVERABLES (B2C, DTC, B2B + internal communications)

Print: white papers, sales decks, annual reports, brochures, flyers, postcards, posters, advertisements, look books, mood boards, concept boards, in-store signage & displays, packaging, billboards, tradeshow booths

Digital: banner ads, emails, GIFs, digital displays, social media assets (photo + video), digital mock-ups, web maintenance, interactive decks

EMPLOYMENT HISTORY

2019–current Design Contractor, NYC (remote since 2020, now in West MI)

Graphic Design, Art Direction, Marketing Strategy
Contract Clients: Décor Global, Himatsingka America

2016–2019 Haggard Clothing Co., Dallas TX

Sr. Art Director (promoted) / Art Director (promoted) / Graphic Designer

2014–2016 Design Contractor, Dallas TX

Graphic Design, Production Art
Contract Clients: CBRE, Ecolab, Teladoc, The Loomis Agency + more

2001–2013 Pre-Design Business Background

Key Properties Plus LLC, Investment/Leasing Manager

- Leveraged and increased asset base through building a network of investors and sales prospects.

Tampa Bay Business Journal, Events & Marketing Coordinator

- Planned, promoted, and implemented 24 awards and networking events per year (6,000+ annual attendees).

Physiotherapy Associates, Operations Analyst (promoted 2x)

- Performed business reviews of clinics, facilitated regional and corporate trainings, developed and implemented the national mentorship program.

EDUCATION

Masters, University of South Florida

Bachelors, Grand Valley State University

Associates, Tarrant County College

TECHNICAL SKILLS

Advanced: In-Design, Photoshop, Illustrator

Intermediate: HTML, CSS, Powerpoint

Basic: Premiere Pro, After Effects