



ANGELA ROGERS

Creative Leader

CONTACT

Austin, Texas

903.504.0315

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www.angeladeniserogers.com

/in/angeladeniserogers

SUMMARY

“Inspire, empower, listen & appreciate”

Professional creative with 10+ years of experience in driving all aspects of marketing deliverables while ensuring the delivery and brand consistency. I work daily leading teams to collaborate internally with multiple departments and outside agencies to best maintain internal operations and a consistent, inspiring brand.

I streamline ideas on digital platforms as well as incorporate more traditional mediums, such as print and press, to create uniform branding. My overall experience and education in graphic design, web, digital and event creative marketing make me an asset to any team. Managing the operation and administration of a rapidly growing team is where I excel most.

EXPERIENCE

2021 - Present

*BHG Financial
Remote*

Director, Creative Services

Lead and drive the concept and design of the Institutional bank business unit. Produce high-quality marketing materials from concept to execution, collaborating, and art directing to drive brand visibility efforts. Translate ideas into compelling creative concepts and manage projects to completion.

2019 - 2021

*Accruent
Austin, Texas*

Director, Creative Services

Directed a large team of graphic designers, video producers, web designers, and web developers managing our creative workflow while simultaneously building a new CMS website. In this position, I oversaw digital, printed, and in-person campaigns from concept to execution.

Team Lead, Creative Services

2016 - 2019

*Cavender's
Tyler, Texas*

Web Manager

Responsible for the development, implementation, and maintenance of the infrastructure, hardware, and software utilized for the organization's websites. Ran a team managing digital marketing and design efforts such as social, email, text, content, and SEO/SEM while optimizing the brand design system. In this role, I strategically planned roadmaps and implementation of digital projects and goals.

Web Developer

Numerous duties revolve around creating and maintaining internal websites, security, marketing efforts, and various other digital-oriented tasks. This job requires that work in both the technical and visual aspects of implementation, taking an active role on both sides of defining how internal applications look and how they work.

2012 - 2016

*ETV Software, Inc.
Tyler, Texas*

Lead Front-end Web Developer & Graphic Designer

Responsible for visual design elements spanning across web and print media. The main job role involves brand conceptualization, web and UI/UX mockups, and the development of websites. Administrative duties include preparing and monitoring projects, writing contracts, and managing multiple teams and standards cross-departmentally.

2005 - 2018

Freelance Web Developer & Graphic Designer

EDUCATION

Arizona State University /2013 - 2015
B.A.S. in Web Development - Cum Laude

Tyler Junior College /2011 - 2013
A.A.S in Visual Communications, Certificate of Graphic Design, Certificate of Photography

University of Amsterdam /2015
Media, Art & Architecture - Study Abroad Program

Ivy Tech of Indianapolis /2009 - 2010
Studied A.A.S. in Graphic Design & Web





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REFERENCES

Furnished upon request.

ASSETS

Member of AIGA /2012 - Present
Member of American Institute of Graphic Arts

SKILLS

- › Art Direction
- › Project Management
- › Digital Marketing
- › Video & Photography
- › Graphic Design
- › Web Dev & Maintenance
CMS, SSL/Security
- › UI/UX Design
specialized in Responsive Design
- › Leadership Skills
- › Brand Identity

SOFTWARE

- › Adobe Creative Suite
Photoshop, Illustrator, Dreamweaver, InDesign, Lightroom, Acrobat PDF
- › Microsoft Office
Word, Outlook, Excel, SharePoint
- › IDEs: *Dreamweaver, Visual Studio, Notepad++, ATOM, Eclipse*
- › SFTP Software: *WinSCP, FileZilla, PUTTY*
- › Google Suite
Drive, Gmail, Docs

PORTFOLIO

