



ANGELA ROGERS

Head of Creative, Brand, & Digital Experience

**HEY,
I'M ANGELA**
and I love building
brands that work.

I've spent 15+ years shaping brand, digital, and marketing strategy in fast-moving, growth-focused environments. I bring a rare mix of creative direction, technical know-how, and execution chops from brand systems and web architecture to campaigns and sales enablement. I care about making things look great, perform even better, and drive real results. Design isn't just what I do, it's how I help businesses move forward.

CONTACT

903-504-0315
angela@angeladeniserogers.com
angeladeniserogers.com
Austin, TX

SKILLS

Creative Strategy
Brand Governance
Strategic Alignment
Executive Communication
Digital Experience Optimization
Multidisciplinary Leadership
Design Systems Management
UX/UI Design
Content Creation
Web Design & Development

EDUCATION

Arizona State University
BAS, Internet & Web Development
2013 – 2015 | Cum Laude, GPA: 3.9
*Focus: Web development,
e-commerce, security, usability,
and multimedia design*

University of Amsterdam
BAS, Art & Visual Studies
2015 | Completed with distinction
*Focus: Art, media, and
cultural theory*

Tyler Junior College
AAS, Graphic Design
& Photography
2011 – 2013
*Focus: Print design, digital media,
and applied visual communication*

Ivy Tech Community College
Visual Communications Certificate
2009 – 2011
*Foundations in design theory,
layout, and visual storytelling*

EXPERIENCE

Praecipio
Remote
Aug '22 - Present

- **Creative Director**
Lead creative strategy and execution across brand, web, GTM, content, and events delivering scalable systems that connect design to business growth.
 - Rebuilt brand and visual identity, driving category differentiation and enterprise market relevance
 - Designed and developed a custom HubSpot CMS website, increasing organic sessions by 200% and improving lead quality
 - Built internal sales enablement tools and GTM frameworks adopted company-wide to align brand, sales, and marketing

BHG Financial
Remote
Aug '21 – Aug '22

- **Director of Creative Services**
Directed creative for BHG's institutional brand unit, bridging internal product teams and external marketing to build a scalable, professional brand presence.
 - Implemented cohesive brand systems across digital, print, and campaign channels to support B2B/B2C growth
 - Elevated creative consistency and velocity by introducing visual standards, content templates, and review workflows
 - Produced sales and marketing content aligned to buyer journeys, driving engagement and enabling field teams

Accruent
Austin, TX
Apr '19 – Aug '21

- **Director of Creative Services**
Owned full-scale rebrand and digital transformation across 15+ products during major M&A growth spanning brand, web, events, and internal tooling.
 - Unified all product lines under a single identity and redesigned corporate website, resulting in improved SEO, UX, and conversions
 - Built an internal creative engine with scalable systems for asset production, content workflows, and brand governance
 - Led a hybrid team of 20+ and reported directly to CEO during leadership transition, aligning creative with strategic priorities

Cavender's
Tyler, TX
May '16 – Apr '19

- **Creative & Web Experience Manager**
Led ecommerce replatform initiative and directed full-funnel digital experience for a nationwide retail brand.
 - Replatformed legacy site to Salesforce Commerce Cloud, introducing responsive design and omni-channel functionality
 - Designed intuitive UX and 3D product views, driving lift in conversion rates and average order value
 - Managed a cross-functional team spanning design, marketing, and content while owning all technical implementation

ETV Software
Tyler, TX
Apr '12 – May '16

- **Lead Designer & Developer**
Managed end-to-end creative and web projects for SMB clients, blending technical execution with visual direction.
 - Delivered branding, websites, and UI systems that improved user experience and client acquisition
 - Built and maintained responsive websites using WordPress, Joomla, and custom-built CMS solutions
 - Led project scoping, client communication, and design-to-dev handoff for custom applications and marketing sites



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SELECTED WORK

Take a quick look at some of the brands I've helped shape, from rebrands and websites to campaigns, events, and creative systems. My work spans more than design. I build the infrastructure behind it: brand systems, CMS platforms, content architecture, and the technical and marketing engines that drive visibility and growth. You can see more at angeladeniserogers.com.

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