

Angela Siems

Graphic Designer & Design Consultant | redshoescreativestudio@everestkc.net | redshoescreativestudio.com

Profile **INTUITIVE**, award-winning designer with a diverse artistic & marketing background. My experience brings a strong emphasis on optimized e-mail marketing campaigns & other print promotions based on focused data, opt-in & engagement-based targeting. My design style is characterized by a focus on typography, illustration & a self-motivated commitment to superior work with strategically-centered, clever thinking, & an original creative approach.

STRONG conceptual skills with over 15 years of experience in design, marketing, branding, print, & web projects for clients in B2B, various professional industries, retail development & professional sports franchises.

Philosophy **DEDICATED** to understanding not only each project's vision - but who the audience will be, & when relevant, what their online behavioral data can mean to messaging & design. I offer the perspective of my experience in cost-effective print promotions, a solid knowledge of e-mail campaign execution/best practices with an easy-going, client-driven nature, a love for design, & a desire to grow professionally & personally.

Skills **EXPERT** computer skills in Adobe Creative Suite - Illustrator, InDesign, Photoshop. Proficient in Dreamweaver & Fireworks with a good understanding of HTML & CSS, FTP clients (Fetch, Cyberduck, etc.), online e-mail marketing clients (Constant Contact, etc.), online survey clients (Survey Monkey, etc.), as well as a working knowledge of Flash & the Microsoft Office suite. I'm a Mac-based designer by preference, but am equally proficient on a PC.

Career **DEVELOPMENT**

1999-Present | Sr. Art Director, Audience Marketing: Penton Media - Overland Park, KS

- I currently manage the development of communications geared toward increasing audience engagement & subscriptions to B2B magazines, e-newsletters, webinars, conferences & data products by designing promotions in an environment driven by data/results while maintaining the strong identity of existing brands.
- Charged with increasing the online focus of circulation promotions, I work with a network of marketers, designers web analysts, product managers, & copywriters to communicate the value of Penton's media properties to business professionals. I am accomplishing these new directives through e-mails, landing pages, online surveys, registration/web forms, banner ads, & various online data integration projects, as well as incorporating print materials.
- In addition to my design responsibilities I oversee departmental software standards & act as the functional Adobe & Apple technology expert. This includes planning/managing budget dollars for upgrades, training & continuing education.
- I was chosen to design a corporate-wide ad campaign with multiple variable data & web-banner components. This campaign garnered attention in *Graphic Design USA* magazine, & was awarded an American In-House Design Award.
- Because of my logo design & branding/collateral skill set, I was recruited to join the design & research team in the re-naming/re-branding of our corporate identity in 2006.
- Originally hired as a Promotions Coordinator & promoted several times to positions of higher responsibility/title.

1996-1999 | Sales & Marketing Assistant/Graphic Designer: Kansas City Chiefs - Kansas City, MO

- I created numerous marketing communications & print projects including brochures, tickets/passes, promotional pieces, credentials, logos, sales collateral pieces, rate cards, newsletters & other marketing materials.
- In addition to my marketing & design responsibilities, I also coordinated the points program & related events for the Kansas City Chiefs Red Coaters & Chiefs Ambassadors (Alumni), assisted with Corporate Sponsorships when needed, & acted as a field escort for premium seating clientele, national anthem singers & other honored guests on game day.
- Was recruited by the Director of Player Development to create an identity/collateral package for his program. This successful collaboration was presented at League meetings that year & led to many teams modeling their programs after it - including the Tennessee Titans who selected me to develop a similar identity package for their program in 2000.
- This demanding position required juggling largely different responsibilities & time-lines with longer, more complex projects - such as the extensive annual Marketing Plan.
- With no promotional or print budget, I implemented creative production concepts, print partnerships or even tiered sponsorships to complete projects at little or no cost to the team.

Honors **INDUSTRY RECOGNITION**

2008 HGTV Holiday Special | Holiday decorating/design ideas chosen to be featured in a nationally-televised special

2005 Graphic Design USA Magazine | American Inhouse Design Award for a corporate ad campaign

OTHER HONORS

2005 PRIMA Award for Marketing Excellence | Best E-mail Promotion in a Corporate-Wide Effort

2004 PRIMA Award for Marketing Excellence | Best Promotion in an Audience Marketing Effort

2004 Entrepreneur Award | Awarded to employees who drive revenue, cut expenses & initiate creative ideas

Other **SELECTED PROJECTS** as a free-lance graphic designer include some of the following projects:

Logos & Branding: The Winston Group | Kiddos Collection | Vocal Zone Voice Studios

Wearables & T-Shirt Design: 24-Hour Fitness T-Shirt Designs | KC Corporate Challenge T-Shirt Designs

Sports Marketing/Sponsorship Promotions: NBA - Miami Heat Season Ticket Holder Promotions & In-Stadium Sponsorship
Stadium Column Signage | NHL - Florida Panthers Game Day Magazine Ads

Direct Mail Packages: Recurrent National Advo & Val-Pak Mailings for Dry Clean International Management Group

Advertising, Promotional & POS Posters: Al Phillips the Cleaner | Pride Cleaners | Dryclean USA

Related **EDUCATION & AFFILIATIONS**

Johnson County Community College - Continuing Education (1999-Present)

TCU Business School - 2 Year Business Administration Program (1988-1990)

Longview Community College - Commercial Art/Specialized Art Courses (1987-1988)

MEMBER: NAPP - National Association of Photoshop Professionals