



DAWN D'ANGELILLO

Marketing Management, Graphic Designer
Web Developer, Industrial Designer &
Social Media Marketer

DETAILS:

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References and portfolio
available on request.

Profile

Professional with a passion for Marketing, Graphic Design, Brand Development, Web Development, Video Production and entrepreneurial experience is looking for a team based atmosphere to put my skills and experience to work.

EDUCATION

Bachelor of Arts
University of Montana

Current Experience

G.S. Blodgett Corporation - Marketing

July 2013 - June 2017

Web Designer/Developer - design, develop and maintain three client-centric, corporate sites for brands owned by Blodgett and The Middleby Corporation. Well-versed in several programming languages including JavaScript, PHP, MySQL, JQuery and API's. Strong background in project management and user interface design.

Graphic Designer - graphic designer for print and digital media for Blodgett Oven and its subsidiaries. Create and develop new design concepts, graphics and layouts for a wide variety of materials including sell sheets, product brochures, print and web advertising, presentations and email campaigns.

Trade Show and Events Designer - worked with the sales team to design and implement large commercial booth at national trade shows. Scope of projects included booth layout and graphic design.

Industrial Designer - worked with engineering team to design controls and user interfaces for commercial restaurant equipment from design brief to final product testing and implementation into manufacturing process.

Brand Manager - responsible for all aspects of the Blodgett, Market Forge and Marsal brands including competitive analysis, developing advertising strategies and budgets, and overseeing promotional activities.

CAREER HIGHLIGHTS

Successfully completed a UX/UI for a commercial oven control from design brief to production which was well received by chefs.

Improved my skills as a photographer specializing in food shots for print publications.

Became proficient at shooting video editing and production to create promotional videos.

Explored new technologies such as application development to create more touch points with our customers.

Prior Experience

Small Dog Electronics - Vice President of Marketing

1997-2006 and again February 2012 through October 2012

As the 2nd employee hired, helped build this small startup company into a multi-million dollar Apple retailer. Responsibilities included developing marketing strategies for growth, setting and adhering to marketing budgets, creating then analyzing metrics and performance of advertising campaigns, maintaining a consistent company message to customers and community and setting an example of exemplary customer service for others to follow.

ME (in a nut shell)

Always striving to learn
Passionate for the art and science of marketing
Driven to achieve my goals
Brand Storyteller
Believer that all sales are personal
Always ready to laugh