



ANGELA DENISTON

DESIGNER + STYLIST

Work Experience

SPECIALTIES

Art Direction

Branding

Content Creation

Creative Direction

Email Content + Design

Photo Styling

Presentation Design

Print + Digital Design

Production + Versioning

Social Media Creative

Strategic Planning

EDUCATION

The Art Institute of Cincinnati

(AIC College of Design)

Associate Degree

Applied Science + Graphic Design

DENISTON CREATIVE, LLC / 1.18-PRESENT

Owner, Freelance Designer

- Design and execution of print and digital marketing materials—including banner ads, direct mail, editorial, email, presentations, print ads, sales collateral, social media, websites, wireframes, etc.
- Photography planning and prop styling
- Production design
- Brand development and logo design
- Social media content and creative
- Proficient in Adobe CC, XD, After Effects, Figma, Microsoft Office, Keynote, Google Slides and Hubspot
- Manage multiple clients, projects and timelines, and coordinate with vendors

GARDNER BUSINESS MEDIA / 2.20-5.21

Senior Designer

- Designed and executed print and digital products for event tradeshows—including direct mail, media kits, email, banners and websites
- Branded print ads and digital display banners for trade publications
- Logo development for programs and events sponsored by industry events and magazines
- Collaborated with Marketing Managers and Sales Representations to develop content and branded deliverables

84.51 (KROGER) / 5.18-2.20

Art Director

- Planned and coordinated styled food photography for Kroger, Simple Truth, Private Selection and Kroger Pharmacy
- Designed marketing materials for Best Customer Communications (direct mail, landing pages and email)
- Partnered with Campaign Management and Program Management Teams to implement targeted campaigns
- Worked with Creative Team to develop and version *MyMagazine* (print and digital)

CURIOSITY ADVERTISING / 5.16-1.18

Associate Creative Director

- Responsible for creative development and execution of deliverables for major accounts, such as Drees Homes, LensCrafters, Pearle Vision and Meridian Bioscience
- Conducted performance reviews and established development plans
- Presented work to clients and internal teams
- Designed logos, campaign materials, brochures, print ads, OOH, digital banners, Snapchat filters, social media creative, email, direct mail, etc.
- Developed and reviewed creative briefs

Contact me



513.293.8551



MILFORD, OH



ANGELADENISTON@GMAIL.COM



DENISTONCREATIVE.COM

INTERESTS + HOBBIES



Camping



Reading



Socializing



Music



Design



Decorating

KROGER GENERAL OFFICE / 2.14-4.16

Art Director, Print Circular + Kroger Pharmacy + The Little Clinic

- Planned styled photography for seasonal events and promotions within the circular and online
- Provided art direction on-site at photo studios for product and styled food photography
- Oversaw production of the weekly circular
- Managed creative for Kroger Pharmacy, The Little Clinic and Main & Vine
- Led team of designers and freelancers
- Supported the recruitment and hiring of designers and production center associates
- Established employee performance objectives and conducted yearly performance reviews
- Collaborated with marketing/merchandising teams to plan circular inserts and specialty ads
 - Initiated a committee to brainstorm ways to inspire customers with ideas, tips and recipes

HEALTHCARE REGIONAL MARKETING (RELEVATE) / 3.11-2.14

Art Director

- Developed customizable marketing materials—including patient posters, sell sheets, brochures, internal communications
- Versioned sales collateral, direct mail and email communications based on market data
- Designed eNewsletters and landing pages
- Maintained company website
- Hired and managed outside photographers, freelancers, printers and illustrators
- Maintained quality control of major brand equities such as Pfizer, Transitions Lenses and Novartis

EISEN MARKETING GROUP / 10.06-3.11

Art Director

- Led creative development for top-priority clients such as White Castle and Roto Rooter
- Designed and developed client web sites, eNewsletters, banners ads and micro-sites
- Responsible for design and execution of direct mailers, print ads, collateral, stationery, brochures, etc.

JUSTICE + YOUNG ADVERTISING / 4.01-10.06

Art Director

- Responsible for creation and management of various projects including web sites, collateral, outdoor and direct mail
- Managed art department and outside vendors
- Maintained image libraries and visual assets

Social links



[FACEBOOK.COM/ANGELA.DENISTON](https://www.facebook.com/ANGELA.DENISTON)



[LINKEDIN.COM/IN/ANGELADENISTON](https://www.linkedin.com/in/ANGELADENISTON)



[INSTAGRAM.COM/DENISTONCREATIVE](https://www.instagram.com/DENISTONCREATIVE)

Professional References

KATHERINE ST. DENNY

Former Creative Director, Xavier University
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JIM MATTINGLY

Associate Creative Director, Icon Marketing
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ALLISON BRINKMAN SCHROEDER, APR

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