



ANGELA DENISTON

*CREATIVE STRATEGIST,
PRINT + DIGITAL DESIGNER*

SPECIALTIES

Art Direction
Branding
Creative Strategy
Digital Banners
Direct Mail
Editorial Design
Email
Event Materials
Infographics
Logo Design
Presentations
Production + Versioning
Sales Collateral
Social Media Creative
Website Design
Wireframes

EDUCATION

The Art Institute of Cincinnati
AIC College of Design
Associate Degree
Applied Science +
Graphic Design

CONTACT

DenistonCreative.com
angeladeniston@gmail.com
513.293.8551
Cincinnati, OH

DENISTON CREATIVE, LLC / 1.18-PRESENT

Owner, Freelance Designer

- Design and execution of print and digital marketing materials—including banner ads, direct mail, email, event materials, presentations, print ads, sales collateral, social media creative, websites, wireframes, and more
- Brand development, logo design and creative strategy
- Transform complex information into compelling and easy-to-understand visuals
- Proficient in Adobe CC (Illustrator, InDesign, Photoshop, XD, Lightroom, After Effects), Canva, Word, Powerpoint, Keynote, Google Docs, Google Slides, Wix, SquareSpace and WebFlow
- Project management and maintenance of confidential client materials

GARDNER BUSINESS MEDIA / 2.20-5.21

Senior Designer

- Designed branded marketing materials for industrial/manufacturing events and tradeshows—including direct mail, media kits, emails, banner ads and websites
- Produced editorial print ads and digital display banners for trade publications
- Developed logos and brand style guides for programs and events sponsored by industry organizations and magazines
- Collaborated with Marketing Managers and Sales Representations to develop and deliver branded content internally and externally

84.51 (KROGER) / 5.18-2.20

Art Director

- Conceptualized, planned and art directed styled food photography for Kroger, Simple Truth, Private Selection and Kroger Pharmacy
- Designed marketing materials for Best Customer Communications, including personalized direct mail, emails, landing pages, and social media content
- Partnered with Campaign Management and Program Management Teams to implement highly targeted campaigns based on current trends and shopper data
- Worked with team of designers and copywriters to brainstorm content and lead design of Kroger's *MyMagazine*; versioned print and digital formats

SOFTWARE

PHOTOSHOP

INDESIGN

ILLUSTRATOR

KEYNOTE

GOOGLE SLIDES

MS OFFICE / POWERPOINT

CANVA

XD

AFTER EFFECTS

SOCIAL LINKS

 @ANGELADENISTON

 @ANGELA.DENISTON

 @ADENISTON

 @DENISTONCREATIVE

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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
- Designed logos, campaign materials, brochures, print ads, OOH, digital banners, social media creative, email, direct mail, etc.

KROGER GENERAL OFFICE / 2.14-4.16

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

- Planned and art directed styled food photography
- Oversaw production and design of weekly circular, managed creative for in-store promotions, as well as Kroger Pharmacy and The Little Clinic
- Supported the recruitment and hiring of designers and production center associates

HEALTHCARE REGIONAL MARKETING (RELEVATE) / 3.11-2.14

Art Director

- Developed customizable patient and HCP marketing materials, including patient posters, brochures, sell sheets, emails and landing pages
- Maintained quality control of brand equities such as Pfizer, Sanofi and Novartis

EISEN MARKETING GROUP / 10.06-3.11

Art Director

- Designed and developed client web sites, eNewsletters and banners ads, print ads, collateral, stationery, brochures, etc.
- Brand strategy, logo design and development of brand guidelines

JUSTICE + YOUNG ADVERTISING / 4.01-10.06

Art Director

- Responsible for creation and management of various print and digital deliverables
- Managed art department and outside vendors

PROFESSIONAL REFERENCES

KATHERINE ST. DENNY

Former Creative Director, Xavier
kathystdenny@gmail.com

ALLISON SCHROEDER, APR

Owner, Pomme Communications
allison@pommecommunications.com

JIM MATTINGLY

Creative Director, Icon Marketing
108creative@gmail.com

MELISSA MEISMAN

Freelance Designer
percymac01@yahoo.com