

Angela L. Massey

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Experience:

AIR KING AMERICA – West Chester, PA, January 2010 to Present

Marketing Coordinator

- Design flyers, brochures, postcards, product labels and price list booklets in Adobe InDesign
- Create and maintain social media presence (facebook.com/airkinglimited, twitter.com/akventilation)
- Digital photography of products using a digital SLR camera
- Image editing using Adobe Photoshop
- Create, implement and analyze marketing campaigns
- Update website using Adobe Dreamweaver (www.airkinglimited.com)
- Work with online retailers to maintain current product information, images and supporting documents
- Coordinate trade shows including creation and distribution of press kits
- Worked with printer on direct mailings, online literature ordering and promotional material printing
- Salesforce CRM software administrator

SPEAKMAN COMPANY – New Castle, DE, July 2004 to February 2009

Marketing Coordinator

- Manage the development of a new eCommerce website for residential showerheads
- Maintain images, documents and all information on company website (www.speakmancompany.com)
- Designed flyers, packaging, brochures, presentations and price list booklets in Adobe InDesign
- Monitor website performance, track online revenue & submit reports monthly
- Image creation and manipulation using Adobe Photoshop
- Digital photography of products using a digital SLR camera (Nikon D50)
- Designed website in FrontPage for a subsidiary according to their specifications (www.amax.us.com)
- Create, implement and analyze marketing campaigns
- Assign and monitor marketing department tasks
- Promoted to a team leader role in February 2007
- Coordinated complete website redesign in 2006
- Worked with printer on direct mailings, online literature ordering and promotional material printing
- Designed and implemented web contests for Industrial Engineers

LEISURE FITNESS – Newark, DE, March 2004 to April 2004

Commercial Project Manager

- Managed marketing projects for the Commercial and Corporate division
- Projects included promotional materials, sales meeting planning, and Power Point

CORPORATION SERVICE COMPANY – Wilmington, DE, May 1999 to March 2004

Publications Associate

- Coordinated monthly book production with publisher, designer and printer
- Oversaw the implementation of on-line ordering for publications on the internet
- Edited HTML on website using Dreamweaver
- Designed monthly newsletter and distributed to over 24,000 clients
- Prepared materials for direct mail advertising campaign and tracked results
- Created and maintained reports to track revenue and advertising sources in Microsoft Excel
- Developed and maintained client relationships, represent company at trade shows, as well as, order entry, invoicing, fulfillment, tracking, inventory and proactive calls to clients

Education:

- University of Delaware – Newark, Delaware – B.S. Economics, 1993
- Delaware College of Art and Design – Graphic Design Certificate Program, November 2002 to present

Software:

Mac & PC: Adobe Creative Suite 5, Acrobat, Dreamweaver, Microsoft Office, FrontPage, Publisher, & Quark Xpress

Other:

- Delaware Jaycees - 2009 State President, Wilmington Jaycees - 2004 Chapter President
- Redesign and maintain Wilmington Jaycees website www.wilmingtonjaycees.com - January 2011