

✉ acoolbrand@gmail.com

ANGELA CAROLLO, MBA

MARKETING | STRATEGY | BRANDING

Professional with 10+ years of experience building brag-worthy brands and award-winning marketing campaigns.



EDUCATION

Master of Business Administration, Marketing
CENTRAL MICHIGAN UNIVERSITY (2017)

Bachelor of Arts, Advertising & Public Relations
GRAND VALLEY STATE UNIVERSITY (2014)

Premier Business Coach Program for Entrepreneurs
STRATEGIC COACH (2020-2021)

UNIQUE ABILITIES

- Thinking big and 5-10 years in the future—ability to innovate and create strategic plans that achieve business goals and sustain the organization
- Producing and delivering business pitches and presentations—ability to communicate complex subjects to audiences in an engaging way
- Multitasking and flexibility—ability to work in multiple roles and handle changing projects

ACCOMPLISHMENTS

- Project lead on multilingual, multi-platform financial aid campaign through the Los Angeles Community College District which exceeded industry benchmarks for digital engagements and broke previous records for the number of LA College Promise applications
- Project lead for developing the two-time, award-winning brand for Oakland Community College, which rallied internal audiences, increased donations to the foundation, allowed OCC to pass a record-breaking millage, and helped increase student applications
- Presented on YouTube strategies to 60+ community college marketing professionals at Google's headquarters in Mountain View, CA

WORK EXPERIENCES

MARKETING MANAGER

Pryes Brewing Company

Feb, 2022 - Present

- Member of Pryes' leadership team, manager of the marketing team, main contact for agency partners
- Oversees the Pryes' brand and marketing strategy
- Creates and manages the annual marketing plan
- Manages various partnership arrangements
- Assists with the preparation of the annual operating plans and development of long-range product plans for the company

VICE PRESIDENT, MARKETING & STRATEGY

Interact Communications, Inc.

Aug, 2020 - Jan, 2022

- Member of Interact's leadership team
- Developed and directed organizational communications as well as marketing and business initiatives including events, conference planning, and internal communication
- Oversaw the organization's content strategy and external communications (social media, web, email, PR/media relations, webinars and presentations)
- Built and refined consistent brand practices

DIRECTOR OF MARKETING

Interact Communications, Inc.

May, 2019 - Aug, 2020

- Built and maintained the organization's identity
- Directed the company's various marketing efforts and strengthened its products and services
- Oversaw the creation and implementation of marketing strategies to achieve business goals
- Organized events and planned conferences
- Full-funnel sales, including writing proposals, developing pitches, and contract negotiations

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WORK EXPERIENCES CONT.

DIRECTOR OF COMMUNICATIONS

Interact Communications, Inc.

Oct, 2017 – May, 2019

- Developed and implemented advanced marketing and media campaigns for 2-year colleges
- Developed award-winning brands
- Developed and presented proposals and pitches for agency
- Developed campaign concepts, wrote ad copy, and produced videos for clients

BUSINESS DEVELOPMENT MANAGER

Central Michigan Life

Aug, 2015 – May, 2017

- Oversaw development of all 6 business departments (approx. 80 staff) while managing \$125K in marketing campaigns
- Implemented new revenue streams, trained managers/staff, monitored and analyzed success
- Helped negotiate and develop the partnership with CMURC SmartZone business incubator

ADVERTISING MANAGER

Central Michigan Life

Jun, 2014 – Jul, 2015

- Managed team of 5 account strategists and 15–20 business accounts, designed new training material and workshops, set/monitored revenue goals
- Created and implemented advertising and marketing campaigns for businesses
- Developed new business opportunities

ADVERTISING MANAGER

Grand Valley Lanthorn

Apr, 2012 – May, 2014

- Oversaw the operations of the advertising department, including hiring, training, and leading a team of 5–7 account executives and graphic designers
- Created advertising campaigns for businesses (strategy and copywriting)
- Created marketing plans and developed communication strategies for the organization (internal and external)

ADVERTISING ACCOUNT EXECUTIVE

Grand Valley Lanthorn

Sep, 2011 – Apr, 2012

- Created strategic, multimedia advertising campaigns for long-term success
- Scheduled media placements and tracked sales progress towards business goals
- Designed ad concepts, wrote ad copy, and oversaw the creative development of ads

STREET MARKETER

The Syndicate

Aug, 2010 – Sep, 2012

- Marketed entertainers through nontraditional strategies and tactics such as setting up displays in stores and in venues
- Collected data on audiences and analyzed the overall success of the campaign
- Wrote detailed reports on efforts and results

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TEACHING EXPERIENCE

ONLINE INSTRUCTOR (CONTRACT)

Ball State University

Jan, 2018 – Dec, 2020

JOUR 355:

Branding for Advertising & Public Relations

This course is about the study of brands, branding, and the role of advertising and public relations in brand development. It explores how brands are built, leveraged, measured, and nurtured; the role brands play in society; trends in brand development; and the future of brands.

LESSON WRITER (CONTRACT)

Study.com

Aug, 2017 – Nov, 2017

Created educational materials focused on various marketing topics for digital platform by working with virtual teams

CAPSTONE PARTNER/EDUCATOR

Central Michigan University

2016

Partnered with PR capstone class at Central Michigan University (approx. 30 students) for eight weeks of training on social media management

CAPSTONE PARTNER/EDUCATOR

National Student Advertising Competition, Central Michigan University Chapter

2014 – 2015

Helped train team of 30 students on creating integrated marketing campaigns; supervised team at competition (placed 3rd in region)

TECH SKILLS

- Adobe Creative Suite, Microsoft Suite, & Google Suite
- Teamwork Project Management Software
- MailChimp & iContact
- SharpSpring CRM & Pipedrive CRM
- WordPress, Wix, & Squarespace
- Zoom, Go-To Meeting, Google Hangouts
- OmniGraffle & OmniOutliner
- Trello, Slack, Airtable, Figma & Notion
- Encompass, Upserve, Triple Seat, Ekos, 7 Shifts

CONFERENCE SPEAKER

NATIONAL COUNCIL FOR MARKETING AND PUBLIC RELATIONS (2018-2021)

District Conferences: Toledo (2018), Milwaukee (2019), Providence (2019), Grand Rapids (2021), Omaha (Virtual, 2021)

Presented to groups of 30-60 on topics related to creativity, data, student experience, and other areas related to higher education.

THE ADULT LEARNER INSTITUTE (VIRTUAL, 2020)

Presented on strategies for engaging, recruiting, and retaining adult learners

LEAGUE FOR INNOVATION IN THE COMMUNITY COLLEGE, INNOVATIONS CONFERENCE (SEATTLE, 2020)

Presented on college brand development process and success at national conference

COLLEGE MEDIA BUSINESS & ADVERTISING MANAGERS, INC. (2014-2017)

Led educational sessions and workshops for advisors and students (30-50 per session) on management, client relations, strategic advertising campaigns, culture

JOURNALISM ROCKS, CENTRAL MICHIGAN UNIVERSITY (2016)

Presented to 30 high school students on social media management for businesses

YOUNG PROFESSIONALS NETWORK (MICHIGAN, 2015)

Led 2 educational sessions for business professionals (approx. 30 each) on strategic advertising campaigns

REFERENCES

References are available upon request. Visit my LinkedIn to read recommendations from my peers, supervisors, and partners. Formal letters of recommendation are available at acoolbrand.com.