

angela gelso

DESIGN • STRATEGY • OUTREACH



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“First and foremost I’m a problem solver. With a knack for project management, strategy, and brand development, I seek to use my skills in collaboration with others to create meaningful change in our communities.”

expertise

experience:

- Advertising
- Strategic Communications
- Large-Scale Event Planning
- Public Relations
- Brand Development
- Digital & Print Design

additional knowledge:

- Team Management
- Employee Development
- Social Media Marketing
- City Event Permitting
- E-mail Marketing
- SEO/SEM Data Solutions

applications:

- Adobe Suite
- Mailchimp, Constant Contact
- Google Analytics, Adwords
- Wordpress, Shopify, Nitrosell
- Asana, Trello
- HTML/CSS

work history

The Shield Institute

AUG. 2019 - PRESENT

COMMUNICATIONS DIRECTOR

- Established an in-house marketing and communications infrastructure
- Composed strong advocacy messaging as a component of government relations
- Reported to the CEO and CRO daily, to collaborate on urgent communications
- Planned fundraising and community events with board members and executives
- Social media, newsletter, and web content strategy development

Greene Grape

OCT. 2014 - 2019

HEAD OF MARKETING & BRAND DEVELOPMENT

- Developed art direction, brand language, and advertising strategy
- Managed a small marketing budget, optimized for data-driven results
- Created pathways for development through mentorship and team management
- Led strategic planning of campaigns and events, supported by press releases
- Cultivated B2B and community partnerships as part of an outreach initiative

Trader Joe’s

AUG. 2005 - 2014

MARKETING DEPARTMENT ARTIST & COPYWRITER

- Reinforced Trader Joe’s brand through copywriting and illustration
- Built and painted displays, signs, and murals for point-of-purchase items
- Demonstrated expertise in exhibit materials, painting, woodworking, and print

Women’s Press Collective

AUG. 2010 - 2012

VOLUNTEER EVENTS COORDINATOR & DESIGNER

- Organized decor and set-up of fund-raising events
- Educated members on Adobe software, and print media production
- Coordinated community events, classes, and films

education

Massachusetts College of Art

Received a BFA with concentration in Industrial Design and a minor in Graphic Design in May of 2008