

ANGELA HALL

Web & Graphic Designer, SEO, General Marketer

Multifaceted in website development, marketing, ad campaign creation, and Graphic Design. As a marketing professional, I enjoy being inquisitive, wanting to figure out the “how” and “why” in order to get a better, well-rounded understanding of things, leading to a more expansive marketing and corporate strategy.

EDUCATION

Pratt Institute

BFA, Communications Design

2015-2019

WORK EXPERIENCE

Graphic & Web Designer 2021-2025

International Institute for Learning (IIL)

The scope of work includes:

- Maintaining the IIL websites
- Creating marketing materials for conferences (both physical and virtual)
- Creating collateral for distribution, servicing IIL’s global companies
- Expanding the reach of the IIL brand by utilizing SEO tools (BrightEdge, Google Analytics)
- Email creation and distribution using Salesforce Account Engagement
- Site maintenance and cybersecurity

Graphic Designer / Marketing Assistant 2020

Sushi Maru Express

Worked in website development, social media, product photography, branding, and advertising for a sushi distributor. Company assets include restaurants owned by the brand, and partnering national grocery chains.

Enumerator 2020

U.S. Census Bureau

Collected field data to improve the quality of information and increase the 2020 census count for the Rockland County area.

Graphic Designer / Web Designer 2020

Greenwood Lake Airport

Maintained the website and social media for the 2020 Greenwood Lake Airshow. Also designed marketing materials including posters, pamphlets, and booklets.

Freelance Graphic Designer / Web Designer 2019

Stellar Services; Port Authority of New York and New Jersey

Worked in collaboration with Stellar Services and the Port Authority on the front-end development and branding of Wintrak365, an internal online engineering application.

Freelance Graphic Designer / Web Designer 2014-2019

BaselineGroupNY

Created WordPress-based websites based on client needs, while also working in conjunction with the design team with other various graphic design related tasks such as creating logos, doing image research, and generating collateral.

Communications Manager 2019

Pratt Institute, Center for Career and Professional Development

Developed the WordPress site for Pratt Institute’s Career Center, and created Instagram posts based on events and opportunities sponsored by the department.

CONTACT

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SKILLS

- WordPress Development
- Search Engine Optimization (SEO)
- Google Analytics
- Google Ads Campaigns
- Email Creation & Distribution
- Lead Generation & Marketing Strategy
- Graphic Design
- HTML, CSS, Javascript
- Printed Collateral

REFERENCES

Darcy Ann Flanders

Founder, Chief Brand Strategist

BaselineGroupNY

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Mark Frankel

Founder and CEO, Arroyo Design

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WORK EXPERIENCE (continued)

Site Manager and Graphic Designer 2018-2019

Pratt Institute Fine Arts Department

Developed the Pratt Institute Fine Arts department website in conjunction with the co-chair of the department. Updated the site with campus-wide exhibition information, archival works, image galleries, and news within the department to be shared with current students, faculty, and alumni.

Also created posters for department talks and events which were distributed digitally by newsletter and website, along with physical printouts seen throughout Pratt.

Junior Web Developer 2017-2018

Pratt Institute IT Department

Developed and updated several sites for Pratt, including the Fine Arts department, the History of Art and Design department, the Pratt Shows 2018 site and the Urban Planning department's Resilient Red Hook project.

Gallery Attendant 2016-2017

Rubelle and Norman Schafler Gallery, Pratt Institute

Involved with the set-up and installation of exhibitions within the gallery; collaborating with exhibiting artists, and sending out promotional materials.

Summer Intern 2017

Bowne AE&T Group

Worked full time over the summer of 2017 as part of an application development team to produce custom websites for multiple customers, in particular with the Westchester GIS website.