

Angelene Padovano

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Wunderman, New York, NY

June 2009 – present

- Supervised data-driven integrated marketing campaigns for Kodak client including email, DM, mobile and social tactics
- Ran CRM Member Engagement program for CVS/Caremark client with audience-segmented DM and email channels
- Executed global advertising campaign for Dell client via print, outdoor, online, rich media, mobile and site maintenance
- Asked by senior executive management to lead new business pitches and establish structure for 3+ at risk accounts

Account Supervisor, Kodak

September 2011 – present

Promoted from Account Executive January 2012

- Direct all client contact, presentations, requests and weekly status meetings via phone and email, and define annual scope of work for Kodak's Inkjet Printer (IJS) campaign, comprised of a data-driven communications plan targeted to a consumer and small-home office audience including email, direct mail, mobile site and Facebook social creative tactics
- Manage the daily workload of agency strategic, data analytics, creative and studio production 10-person team to deliver and deploy communication plan tactics and measurement plan, meeting client marketing objectives and budget
- Lead meetings and own interaction with Wunderman network and Kodak's partner agencies to align strategy and creative messaging across platforms for client's product campaign and B2B marketing programs

Account Executive, CVS/Caremark

May – September 2011

- Handled daily queries and creative feedback from Member Engagement client (8-person team) for email and direct mail campaigns targeted to customers of CVS/Caremark pharmacy benefits and attended bi-weekly on-site meetings
- Managed account's internal strategy, creative and production resources, including a traffic coordinator, for all projects from client briefing through final delivery to vendor, producing five email and direct mail pieces in studio weekly
- Collaborated in writing project briefs with planners and solely prepared each creative presentation for client reviews
- Tracked monthly project finances and prepared estimates for manpower hours and out-of-pocket budget for client

Account Executive, Team Dell

February 2010 – May 2011

- Administered client relations for Dell's Small and Medium Business global advertising brand campaign and website launch entitled "Take Your Own Path" for FY2011, including print, outdoor, online, collateral and rich media vehicles
- Collaborated with agency counterparts worldwide, media buyers, clients and Dell's partner funding to achieve timely release of this brand campaign's 200 creative masters into regional production stage in nine countries and localization of approximately 3,000 assets in market, further integrated into Dell's YouTube channel, LinkedIn and mobile sites
- Strengthened client relationship with Dell Medium Business "Manage Your Data" campaign using direct mail and email
- Prepared and conducted daily status conference calls and creative reviews with executive clients, documenting and routing conference notes to agency and client teams following each meeting

New Business Associate

June 2009 – February 2010

- Managed content, creative deliverables, schedules, resources, budgets and studio production efforts during pitches
- Responded to agency-wide inquiries daily, conducting research on case studies, agency best practices, marketing processes and other business development-related questions while updating and maintaining internal database
- Obtained approvals to open job numbers for prospective clients and distributed weekly New Business status reports
- Coordinated various pitch teams (19+ pitches) and assisted executives with scheduling and organizing meetings and press engagements, preparing presentation materials and documenting and routing conference notes

Albion Brand Communications, London, England

March – May 2007

Advertising Intern

- Contributed to creative teamwork on client briefs and prepared campaign pitches for Pizza Express restaurant, including menu designs, in-store and staff clothing designs, seasonal promotions and rebranding methods
- Assisted senior production team in preparation and completion of photo shoots for print advert for UKTV's Market Kitchen show by obtaining props and extras and coordinating during shoots
- Conducted international market research for new restaurant client Chilango (formerly Mucho Mas) on planning team
- Prepared weekly reports containing press received for agency, relevant client news and noteworthy industry information

EDUCATION

Boston University College of Communication

Boston, Massachusetts

Bachelor of Science in Communication

May 2008

Concentration in Advertising, Minor in Art History and Visual Arts

Magna Cum Laude Honors, GPA: 3.59

SKILLS AND INTERESTS

- Knowledgeable in Mac, PC, Adobe Creative Suite, Microsoft Office, Project and digital asset management systems
- Exudes exceptional organizational skills, positive leadership qualities and persuasive client-facing management skills
- Interests include still-life painting, drawing, cityscape photography, French and British art, and musical theater