

ANGELA GOODMAN

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HIGHLIGHTS

- More than 15 years of published content across print and online mediums
- Leadership of happy, productive Creative and Content Marketing teams
- Established in-house studio for photography and video
- Creative direction of “best in class” content: 98% Amazon IDQ score
- Spearheaded new initiatives and martech adoption, including influencer campaigns, Amazon Social, Yotpo, and direct mail retargeting

EXPERIENCE

October 2019- October 2021

Content Marketing Manager, Classic Accessories

Reported to CEO until acquisition by Twin Star Home

- Led seven-person Creative and Marketing team with 100% retention rate
- Creative direction of content across website, social media, email, product, and paid advertising. Clear, consistent, and on-brand campaigns enabled Classic to reach:
 - Entire 2020 annual sales goal by Q2
 - \$100M in top-line sales for the first time in company history
 - 19% increase in Direct-to-Consumer sales in 2020
 - 71% New-to-Brand rate on Amazon Sponsored Brand campaigns in 2020 and 2021
 - Video SB ads with 12.94 ROAS overall in 2020
- Set company-wide strategic objectives with Executive Team
 - Exceeded 2020 KPI by 187%
 - Increased video production by 350% with existing headcount
 - Saved \$137k by pivoting from printed to digital catalogs, gaining direct links, live edits, and rich media
- Coordinated campaign strategy with cross-functional peers

EDUCATION

MASTER OF COMMUNICATION IN DIGITAL MEDIA

University of Washington, 2023

Emphases:

Storytelling, Content Strategy

TEACHING ARTIST TRAINING LAB

ArtsWA, 2012-2013

BFA WITH HONORS

Columbia College Chicago, 2009

Emphasis:

Commercial Photography

EXPERTISE

- CREATIVE DIRECTION
- STORYTELLING
- CREATIVE TEAM LEADERSHIP
- CONTENT MARKETING
- PHOTOGRAPHY & VIDEO
- PROJECT MANAGEMENT
- TURNING STRATEGIC PLANS TO ACTION

LEADERSHIP STYLE

- VALUES-BASED/
SERVANT LEADERSHIP
- GROWTH MINDSET
- AUTHENTICITY
- TRANSLATOR: BETWEEN
PEOPLE, TEAMS, LEVELS
- SENSE-MAKER: CONNECTING
RESULTS AND INSPIRATION

March 2018- October 2019

Media Specialist, Classic Accessories

- Established, then grew the in-house media studio to three employees to create more content on shorter timelines and smaller budgets
- Created imagery for CA and partners like Target and Costco
- Established visual standards across two brand identities
- Improved quality and turnaround time of externally sourced labor while saving the department 40% over previous vendor
- Drove sales growth through creative assets: +13.2% (Amazon 2018), +18.7% (Amazon 2019), +36.6% (non-Amazon 2019)

February 2014 – March 2018

Content Manager, Mountain Madness

- Collaborated with owner and directors to plan and execute marketing
- Selected & edited visual assets from large archive of 30-year history
- Brought mountaineering stories to life through trip reports and blog
- Designed printed collateral, following established brand standards
- Directed, shot, and edited informational videos
- Developed file management and workflow processes
- Implemented standards for content by clients and trip guides

January 2011 – May 2015

Teaching Artist - Digital Photography

Youth In Focus and City of Seattle Creative Advantage Roster

- Classroom instruction on photographic practice for under-served and at-risk youth ages 13-19 in area public schools
- Emphasis on agency, personal expression, and empowerment
- Development and execution of all curricula
- Equipped five beginning Youth in Focus students to become finalists in the global Adobe Youth Voices Competition
- Proactively sought out professional development around social justice and equity issues in education
- Represented YIF as an invited conference speaker on the importance of arts education for under-served students in public schools
- Selected for and completed the eight-month Teaching Artist Training Lab through ArtsWA, focused on social justice, diversity, equity, inclusion, and resiliency in arts education

TOOLS

- ADOBE CREATIVE CLOUD
- OFFICE 365
- MAILCHIMP (CRM)
- DIGITAL ASSET MANAGEMENT (DAM)
- CONTENT MANAGEMENT SYSTEMS (CMS)
- ASANA, BASECAMP, PLANNER, AIRTABLE
- FIGMA
- BUSINESS CENTRAL
- SOCIAL MEDIA ANALYTICS

2009-2018

Creative Director and Owner, Angela Goodman Photography

- Sole proprietor of photography/videography business
- Publications and clients include Nestle/Dryers, Alaska Airlines Magazine, Harper Collins, Cycle World, and The Sacramento Bee
- Client-centered determination of goals, creative direction, and timeline; studio marketing, budgeting, and project management

Additional Relevant Experience

- **Photojournalist** at daily Dubuque Telegraph Herald (IA) and Redding Record Searchlight (CA), and the weekly San Francisco Business Times; freelance writing and photography for additional publications
- **Web design and production** for Charles Schwab, Wells Fargo, Lexus