



ANGELIQUE MARYA BOLDING

GLOBAL BRAND AND BUSINESS DIRECTOR

CONTACT

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Raleigh, NC, USA

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@angeliquemarya_

COMPETENCIES

Global Brand Activations
Executive Leadership
Content Creation
Commercial Production (Pre-Post)
Presentations / On-camera Talent
Strategic Planning
Partnerships / Sponsorships
Business Development
Subscriptions / Rewards Programs
Brand Development / Creative
Collaboration / Team Mentorship

AWARDS

(18) American Advertising Awards

Commercial creative direction

Certificate of Excellence,

Pacesetter Awards

Office GREEN initiative and
excellence as team creative lead

EDUCATION

B.A. Communications, TV, Film

Minor: Fine Arts | Art History
Western Michigan University
Kalamazoo, MI | 2011

MEET ANGELIQUE

Senior professional generating business value through integrated brand experiences with a strong foundation in partner success and creative development. Emphasising a global approach to go-to-market strategies, Angelique lives at the intersection of brand and business strategy with a mindfully creative, innovative, and purpose-driven approach.

EXPERIENCE

DIRECTOR, BUSINESS DEVELOPMENT

PHOTOFY, INC. | RALEIGH, NC | AUG 2019 - PRESENT

Built strategic playbook for Enterprise partner success and user retention geared towards long-term growth. Fostered organizational alignment across internal marketing/sales teams, defining processes for go-to-market strategies.

- Grew account(s) subscription revenue by 152% YoY
- Designed proposals and business strategies alongside CEO and senior leadership
- Hosted webinars, podcasts, interviews, and 500+ in-person presentations
- **Partners include:** RE/MAX Global, Berkshire Hathaway, Scentsy, Life Time

FOUNDER, BRAND AND BUSINESS CONSULTANT

BEAM COLLECTIVE, LLC | RALEIGH, NC | OCT 2017- JAN 2021

Founded global brand consulting firm on inextricably linking brands to customers through integrated creative campaigns. Led international commercial production teams and project initiatives from start to finish.

- Led cross-functional teams to address key needs for operational brand support
- Developed key relationships with C-Suite associates, surgeons, and researchers
- Identified measurable KPIs to refine tactical efforts within budget and goals
- **Partners include:** Ritz Carlton, EU Travel Commission, International Zinc Assoc.

ASSOCIATE MARKETING DIRECTOR

TRIPSTER | ST. LOUIS | JAN 2016 - OCT 2017

Designed dynamic influencer marketing and social media programs alongside partners to drive social sales and engagement.

- Oversaw strategy for cross-channel social media and digital campaigns
- Created and implemented commercial production and content initiatives
- Managed contracts, budgets, and campaign metrics
- **Partners include:** Disney, SeaWorld, US Travel Association

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GLOBAL BRAND AND BUSINESS DEVELOPMENT

INTERESTS

Travel & Culture, Photography,
Fitness & Wellness, Yoga &
Mindfulness, Startups, Outdoors,
Fine Arts, Community Service

CERTIFICATIONS

Strategic Management

Copenhagen Business School

Inbound Marketing

Hubspot, Inc.

Yoga Teacher Training 230 hr

Yoga Alliance, South America

Open Water Dive Certified

NAUI International

LANGUAGES

English | Fluent

Spanish | Intermediate

FAVORITE BOOKS

- [Any] Malcolm Gladwell
- Originals
- Radical Candor
- Nudge
- The Alchemist
- Creativity, Inc.
- Sapiens
- Start with Why
- Lean In

EXPERIENCE (CONTINUED)

ART DIRECTOR, PRODUCTION

FRENCH WEST VAUGHAN | RALEIGH, NC | DEC 2013 - JAN 2016

Founded internal content creation and production department built on behavioral research data and creative innovation. Served as mentor, team lead, and process provocateur across a dynamic team of creatives leading to 120% YoY growth.

- Oversaw projects from ideation to pitches, to pre and post production
- Built strategic teams and fostered creative growth
- Maintained rigorous travel and multiple project schedules and timelines
- **Brands include:** Wrangler, VF Corporation, Pendleton, ESPN

REFERENCES

JOHN ANDREWS

CEO, INVESTOR

Photofy, Inc. / Katahdin, Inc..
john@katadhin.net
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DANNY ROSIN

CEO, Founder

Brand Fuel, Band Together
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DAWN MOSKOP

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COLE BAKER-BAGWELL

Chief Experience Officer

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