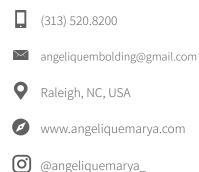


## ANGELIQUE MARYA BOLDING

GLOBAL BRAND AND BUSINESS DIRECTOR

## CONTACT



## 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

# ANGELIQUE MARYA BOLDING

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 919.810.5159

DAWN MOSKOP Director, Corporate Creative Mitchell International dmarie4design@gmail.com 619.379.8920 DANNY ROSIN *CEO, Founder* Brand Fuel, Band Together danny@brandfuel.com 919.622.5460

**COLE BAKER-BAGWELL** *Chief Experience Officer* Red Hat cbakerbagwell@gmail.com 919.270.8436