



Angela Ciccone

Brand Strategy | Digital Marketing | E-Commerce | Creative Project Management | Creative Director

Greater Los Angeles, CA, USA

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Languages

Italian (Fluent)

Spanish (Fluent)

About

My 15 years of experience in the fashion & brand marketing have positioned me for success as a creative strategist, production supervisor, and brand project manager in the apparel, design, and marketing corporate world. I have worked as a brand consultant, content project manager, and wardrobe stylist, and had my own women's Ready-to-Wear collection. I've collaborated, managed, and brought forward the vision of clients and customers, always paying attention to trends, data analysis, sales targets, and customer experience, creating more revenue, clicks, and heightened brand awareness. I understand and move, actually run, with the ever-evolving brand audience. My keen eye for detail and calm curiosity allow me to go above and beyond and adapt to various situations. I have over a decade of experience forming and nurturing retail and wholesale relationships, both as a stylist and as owner of my own wholesale business. As a project manager, I took entire product leadership, cultivated the best environment to grow, and exceeded sales expectations. In all my roles, I've become well-versed in strategic planning and execution and in delivering projects and products under tight timelines and budgets. I thrive on creating and executing product plans while sourcing and procuring materials and equipment needed to produce quality products. I can manage all product development aspects, from conception to commercialization. I am a self-starter, highly motivated, and can work independently and as part of a team.

Specialties: adobe photo deluxe, adobe photoshop, art, brand management, cad, color, creative director, customer relations, fashion, focus, forecasting, freelance graphics, French, Italian, Spanish, marketing, microsoft excel, microsoft office, networking, online research, people skills, personnel, presentation skills, public relations, sales, supervisory skills, trade shows, trend, vision, web site production, trends, marketing, merchandising, project management, content creation, KPI reports, Meta, digital marketing, asana, Canva, data analysis, Hubspot, ads manager, CTA, click rate optimization, email marketing, brand strategy, Audience Plus, WhatsApp business, apparel design, fashion production, garment, wardrobe stylist, instagram, Facebook, Pinterest, brand awareness

BRANDS WORKED WITH

- Brand Creative
- Conspiracy Eight
- Davaco Inc
- In My World
- Mancini Tees
- SAS Textiles
- Whitley Kros
- You Should Totally Buy That

Experience

● Fashion Content Creator

You Should Totally Buy That | Oct 2022 - Now



● Brand Marketing Consultant

Brand Creative | Jan 2020 - Now

Brand consultant and creative project manager in the fashion and design industries for over five years, playing a crucial role in helping fashion brands develop, maintain, and enhance their brand identity, image, and positioning. I've collaborated, managed, and brought forward the vision of clients and customers; always paying attention to trends, data analysis, sales targets, and customer experience. I understand and move, actually run, with the ever-evolving brand audience. My keen eye for detail and calm curiosity, allows me to go above and beyond and adapt to various situations. Collaboration with fashion brands to define their brand identity, mission, aesthetic, and unique selling environment and developed a comprehensive brand strategy that outlined short-term and long-term goals. Helping establish guidelines for brand usage across various media. Ability to plan and execute marketing campaigns and promotional strategies to increase brand visibility. Creating and managing product plans while

sourcing and procuring materials and equipment needed to produce quality products.

SKILLS- Experience in initiating, establishing, implementing and managing impactful creative projects collaboratively with all departments, across all platforms.

Skilled in managing flow of projects with both internal and outside vendors.

Proficient in planning, budgeting and executing product launches

Strong project management skills, including daily logistics, creator timelines, budget, content creation, stakeholder meetings, and market data analysis

Keen eye for detail and calm curiosity allowing to adapt as demands change

On the pulse of the ever-evolving brand audience & viral trends.

Clients- Fullscreen, Allora Creative, Johnnie Walker, Palms For Life

● **Wardrobe Stylist**

| Jan 2013 - Jul 2023

Collaborate with Art Director, Director, Photographer and client to create look envisioned for the shoot either editorial, commercial or theatrical. Also able to create props and set design to go with the vision.

I am always ready to creative and improvise on set. Able to pull from established and up and coming designers. Keep inventory and log of shoot looks and always remain under budget. Clients include Tide, Lipton, Hard Rock Cafe, Fullscreen, JCPenny, Capitol One, Bertolli, and others.



● **Founder**

In My World | Feb 2020 - Mar 2023

In My World is a Vlog style docuseries created to discover the difference and similarities between the lives of kids from the same socioeconomic position and age range in different parts of the world. We hope to understand and witness what some experts describe as a time of tremendous brain growth and development for the teen adolescent.

We hope to spark conversation, learn, listen and promote inclusion in our generational leaders.

● **CEO/Creative Director & Designer**

Conspiracy Eight | Feb 2005 - Dec 2009

Designed and produced seven collections per year

Analyzed trends, fabrics, colors and silhouettes constantly

Worked closely with sales team to see what buyers were looking for

Draped, developed patterns, cut and sew to complete samples

Sourced and selected fabrics and trim each season

Oversaw production seasonally

Negotiated with customers and suppliers

Planned and developed line sheets, spec sheets and cutting tickets

Managed marketing, public relations, finances, and other business activities

Managed online store and website

Creative director for seasonal photo shoots

Develop look books and mailers each season

Attended tradeshow and worked with buyers on a one-on-one basis.

● **Creative Director/Brand & Product Development**

Mancini Tees | Jul 2007 - Jun 2008

Created patterns, samples and design specs for all new styles

Worked with private label manufacturer to develop line and production in a timely fashion

Sourced fabrics and contractors to develop garments

Planned and developed line sheets, spec sheets and cutting tickets

Managed marketing, public relations and other business activities

Created a vision for the collection through design as well as brand identity



● **Creative Director/Product Development**

Whitley Kros | Jan 2007 - Jul 2007

Worked with pattern maker and sample maker to develop new styles from sketch or sample

Worked with denim manufacturer to develop collection and tech packs
Worked with private label manufacturer to develop line and production in a timely manner
Sourced fabrics and contractors to develop garments
Planned and developed line sheets, spec sheets and cutting tickets
Developed design schedule and production plan
Managed marketing, public relations and other business activities
Set up office and design studio to function properly
Hired additional staff to facilitate company's function
Developed relationships with overseas production facilities
Helped focus company on their true creative aesthetic and brand identity

- **Textile Designer/Merchandiser**

SAS Textiles | Mar 2002 - Feb 2005

Designed and merchandised a line of knit textiles
Trend and color forecasting for each season
Headed an art department and sample department
Acted as liaison between customer to plan and develop custom designs
Interpreted clients requirements into a pattern for knitting
Produced sketches and design boards for presentations
Produced CAD work for color presentations
Always insured project and production was on time
Attended trade shows as a delegate for the company
Developed a network of business contacts
Traveled to Europe twice a year to shop stores and find trends

- **Merchandiser**

Davaco Inc | Aug 2002 - Mar 2003

Freelance visual merchandiser for a variety of clients and products.
Project managed the set up of merchandise, valued in excess of \$200,000 in multiple stores.
Supervised teams of over 8 people
Liaison with district managers and store personnel

Education & Training

- **Fashion Institute of Technology**

BA,