

# MARIE D'ANGELO

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DIGITAL STRATEGIST WITH ALL THAT AND A BAG OF CHIPS.

## EXPERIENCE

### Catapult.org — Nonprofit Crowdfunding Platform

#### > Strategy, Programs, & Technology Consultant

September 2016 - December 2016

Maintained thought leadership through Catapult's collective network, using social content to motivate advocates and activists. ...also.... Grant administration.

#### > Digital Strategist

August 2014 - September 2016

Designed & developed strategy, web development, digital communications, project management, partner relations, customer relations, digital voice of brand.

#### > Associate Strategist

March 2014 - August 2014

Lead social and email communication strategies, managed communication around 400+ projects, and organized digital records for 191+ partner organizations.

### Women Deliver — Catapult.org Project Incubation

#### > Digital Communications

November 2013 - March 2014

Built and distributed backlog of email updates. Designed new communications strategy based on goals and analysis of past efforts.

### Universal Music Group

#### > Session & Campaign Coordinator

September 2007 - November 2012

Marketing and recording finance administration.

#### > Global IT Contract and Procurement Consultant

May 2007 - August 2007

Bid analysis for 10,000 new computers. (guess which brand won?) IT purchasing, and vendor management.

## EDUCATION

Virginia Commonwealth University, Udemy Complete Web Development Course, Google, Wikipedia ;)

## SKILLS

Strategy: digital, email, web, social, online, brand, marketing, paid, growth, development, launch, design.

Research, develop, manage, produce.

Optimize, automate for efficacy.

Mac/PC, Adobe, Google, Microsoft.

Ask me about tools, services, and apps..

## PROJECTS

### Scope of work:

Custom strategies, automations, workflows, and dashboards. Campaign management, grassroots to major media.

### The Raw Aura — Jewelry Startup.

Strategic planning, product design, web development, branding, art direction, business development, operations.

### MANIFESTA.net — Organizing & Campaigning Platform for women.

Strategic planning, product design, web development, content creation, platform training, branding, copywriting, product development support.

### Web/Digital Skill Training — Private Sessions

One on one training sessions built around standards and client usage..

### Greek Fire Family — Engagement innovation

Built and nurtured a fan base, Ran a street team, and created an automated, living media archive.

Success: Unsigned band licenses songs to Disney, MTV, the NBA, and NFL.,

### Dynasty Electric/ Newsonic

— Bringing an indie-electronic-duo in to the age of social, and keeping them there.

First Project: Get them on Myspace

Last project: Promoting an album that was mixed & recorded globally via a collaborative digital music community.

**Give me a High Five:** People have been subscribing to my digital life since my first AOL Zine in 1997.