

# Angela Goleme

## **A Creative Leader That Builds Brands For Business Growth & Consumer Impact**

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Strategic leader with over 20 years of experience building brands and leading creative teams both in-house and at agencies. A passion for partnering with founders and leadership teams to build purpose-driven brands that resonate with consumers and society. Keenly focused on linking brand creative to business growth. Experience in a holistic approach to building brands, from strategy and architecture, to building and managing creative teams, to how a brand will exist in culture and society.

### Experience **Fractional Executive Creative Director | Brand Consultant | Advisor** November 2020 - Present

Collaborate with top brands and start-ups to develop and evaluate brand strategy, create meaningful brands, and drive tangible business results.

Roles Include: Leading rebranding efforts and swiftly integrating new brand concepts through multiple customer touch points, including video and print, social media, and events. Building and leading creative teams, including sourcing, curating, and directing top talent, including photographers, stylists, models, artists and influencers.

#### **House of Noa** May 2020 - July 2022

Guided the company through a rebrand and positioning shift from a mom-founded baby brand to a home decor brand created by design experts. New brand and positioning increased revenue 2x over two years.

- Developed brand strategy, refined brand identity, developed new product positioning strategy, overhauled photography art direction, and developed color palette and iconography.
- Built copy, design and social team. Established processes for creative project management, briefing, and department organization.
- Lead creative, content marketing and product teams to deliver excellent, cohesive, and high-performing brand experiences across digital and print.

#### **Hands Down** October 2021 - Present

HandsDown is the Techstars-backed shopping platform designed and built for communities and friends. Acted as Head of Brand responsible for building the HandsDown brand identity and strategy. Worked to execute the brand across all business touchpoints.

- Worked closely with the Founder to develop brand strategy, mission, vision and voice.
- Developed brand identity and authored brand guidelines.
- Worked to elevate and uphold each brand voice and values through effective partnership with the Product, Content and Marketing team leaders and external agencies.
- Led company leader in developing authentic and emotionally compelling brand stories.

#### **Interim CEO and Creative Director - Communal Brand Agency** April 2022- July 2022

Communal is a Brooklyn based branding and design agency dedicated to partnering with early stage companies to craft brand identities with impact. From brand strategy and naming, to visual identities and launch campaigns, Communal focuses on the consumer experience both offline and online. Managed the agency during the founder's maternity leave.

- Lead team of designers and strategists to develop and pitch creative concepts, experiences and campaigns that go further to raise the level of insight-led creative
- Managed client relationships. Worked through blockers and guided and inspired clients to approve work that matters
- Effectively budgeted new scopes of work and managed staff utilization to meet targets

#### **Chief Creative Officer - Primary Kids**

February 2014 - November 2020

As founding member (employee #1) and CCO from inception, seed raise -> Series C, I was creator, owner and guardian of all aspects of the brand including identity, style, tone, mission, vision, and brand purpose.

- Built copy and design team from scratch. Lead a team of designers (graphic, ux, illustration, motion, packaging), copywriters and producers through management, planning, and creative development. Established processes for creative project management, briefing, and department organization.
- Directed the concepting and execution of any/all materials for brand campaigns, direct / sales campaigns and product launches, including TV, print, brand marketing, social media, email, retail, packaging and more.
- Led creative initiatives with external agencies on brand positioning, direct mail, tv and out-of-home media
- As part of the executive team, worked in close coordination with the Founder/CEOs to build company culture, set company goals, create performance review process and met quarterly with board
- Directed projects across Marketing, Product, and Business Development including: website and application design (including UX &UI), out-of-home, email, social media, display, and printed collateral. Supported social impact and student ambassador initiatives.
- Partnered with marketing and product marketing leads to build out insightful creative platforms that successfully stretch across multiple channels and media

#### **Associate Creative Director - Quidsi, an Amazon company**

April 2011 - February 2014

Strategic creative partner to marketing and merch teams. Led creative teams for kid focused and non-consumable brands. including Quidsi's flagship brand Diapers.com and led the launch team to develop brand identity and site design (style, tone, etc) for 6 sites within Quidsi's 9-site portfolio: Wag.com, Yoyo.com, Vinemarket.com, Afterschool.com, Bookworm.com

- Implemented process and efficiencies new to the Quidsi Creative Department in project management and briefing
- Managed and art directed internal creative teams, in-house and outside freelancers, and ad agencies on: marketing campaigns, email, site refreshes and program launches, paid display, direct mail and box inserts, print and out-of-home advertising.
- Recipient of the quarterly "Q Award" representing the Quidsi guiding principle "Be Real" (Q4, 2012)

#### **Art Director / Design - Various agencies & companies**

2000 - 2011

See [LinkedIn.com profile](#) for full design employment history, including Lead and Sr Design Roles.

Education **Art Institute of Philadelphia, Graphic Design**  
2000