



Angela Labrecque

Marketing & Communications Professional

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Education

MASTER'S DEGREE - English

2004-2007

University of North Carolina at Greensboro

Writing and Publishing Track, incl. advanced business writing. Maintained GPA over 3.5 while working and going to school full-time.

BACHELOR'S DEGREE - English

1998-2002

University of North Carolina at Pembroke

Graduated Cum Laude. Edited *The Aurochs*, UNCP's annual student literary magazine, sole staff member for the spring 2002 issue.

STUDY ABROAD

Spring Semester 2001

Charles Sturt University

Studied Literary Theory, Australian History and a class on winemaking at Charles Sturt University in Wagga Wagga, Australia.

Experience

DIGITAL CONTENT SPECIALIST

ANDERSEN STERILIZERS | 2020 – 4/2024

Launched new website in 2022. Entirely restructured, rewrote and loaded content. Acted as webmaster. Site exceeded expectations as a sales lead funnel and resource for staff. Launched learning platform and created two academies with video lessons, tests and certificates (TrainerCentral). Online class platform saves other staff a great deal of time. In this role, I also often provided on-demand graphic design, basic video editing (LumaFusion), video and photography direction, asset curation and content creation as well as science, blog and journalistic writing.

MARKETING & COMMUNICATIONS DIRECTOR

National AMBUCS | 2013 - 2020

Launched new website in 2015. Entirely restructured, rewrote and loaded all content. Directed process, from hiring a designer to performing general WordPress webmaster duties. Concurrently, ran a rebranding campaign to lighten and modernize. In 2018, ran a second rebranding campaign with a new tagline, mission statement and logo. Performed all marketing functions from planning to execution. Managed tradeshow planning, led technology initiatives and played a key role in planning an annual out-of-state conference, several trainings and fundraisers.

MARKETING & COMMUNICATIONS COORDINATOR

Children's Home Society of North Carolina | 2010 – 2013

Launched a new website. Worked with sixteen department heads to update website content and then loaded content into new site. Collaborated with program staff at all levels to effectively promote CHS. Worked closely with Development on campaigns and events. Maintained website and social media. Wrote and deployed eNewsletters. Worked with statewide media on editorial stories and ads. Managed marketing and promotional materials.

EDITORIAL ASSISTANT

Home Accents Today and Furniture/Today | 2007 – 2010

Same company as below under different ownership. After earning my Master's, I joined the editorial team. Edited copy, built pages (InDesign), posted stories, edited images (Photoshop), launched and ran social media pages and built daily eNewsletters. I had the opportunity to write several bylined articles and regularly wrote for the 'Green' (eco-friendly) beat.

RESEARCH ASSISTANT

Reed Business Information | 2002 - 2006

Responsible for data entry (Access) for five industry directories. Researched furniture and gift industry companies. Proofed and edited content. Worked full-time several years and then 30-35 hours while earning my Master's.

Programs

Adobe Photoshop



WordPress



Adobe Illustrator



Mailchimp



Adobe InDesign



Google Analytics



Microsoft Office



Google Ads



WordPress

Hootsuite

Constant Contact

Mailchimp

Microsoft Office

SurveyMonkey

Facebook

X

Instagram

YouTube

Adobe Creative

Categories:

CMS

CRM

Email Marketing

SM Management

Form Builders

Survey Platforms

Databases

Learning Platforms

Digital Signage

Many more...

Skills

Nonprofit Orgs.

Board Liaison

Strategic Planning

Marketing Planning

Budgeting

Branding

Event Planning

Trade Shows

Magazines

Catalogues

Brochures

Copywriting

Copyediting

Creative Writing

Storytelling

Vendor Relations

Presentations

Website Launch

SEO/SEM

Video Direction

Email Marketing

eCommerce

Web Content

Social Media

Social Strategy

Social Advertising

Graphic Design

Training Design

Campaign Design

Media Relations

Press Releases

News Writing

Advertising

Project Management

Soft Skills

Work Ethic Desire to Learn Collaboration Critical Thinking Flexibility Problem Solving Relationship Building Mentoring