

# Annette C. Sage

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Creative Solutions to Grow Your Business™

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**Objective:** Passionate creative strategist and seasoned marketing professional eager to drive impactful campaigns and foster brand growth through Art / Creative Direction and Advertising and Marketing Management roles, poised for advancement opportunities.

**Profile:** Dedicated and innovative team player committed to advancing business growth through dynamic strategies in business development, marketing, and corporate branding. Fueled by a passion for excellence, my mission is to guide businesses towards success while achieving personal and professional fulfillment.

- Specialties:**
- Advertising
  - Marketing
  - Branding
  - Corporate Identity
  - Business Development
  - Business Consulting
  - SEO / SEM
  - Email Marketing
  - Content Marketing
  - Social Media
  - Analytics
  - Lead Generation
  - Graphic / Web Design
  - Presentation Design
  - Display Advertising
  - Video Production
  - Interactive Media
  - Photography

- Technical Skills:**
- Adobe Creative Cloud
  - Photoshop
  - Illustrator
  - InDesign
  - Fireworks
  - ImageReady
  - QuarkXPress
  - Dreamweaver
  - HTML / CSS
  - JavaScript / ActionScript
  - Visual Studio
  - After Effects
  - Premiere Pro
  - Soundbooth
  - Final Cut Pro
  - Ahrefs
  - Microsoft Office
  - Word
  - PowerPoint
  - Excel
  - Google
  - Acrobat
  - CRM (Hubspot, etc)
  - MailChimp & other ESPs

- Education:**
- |                                     |                                                  |      |
|-------------------------------------|--------------------------------------------------|------|
| ● Professional Studies              | Gnomon School of Visual Effects - Hollywood, CA  | 2009 |
| ● <b>MBA</b> – Marketing            | American InterContinental Univ - Los Angeles, CA | 2006 |
| ● <b>BA</b> - Visual Communications | Platt College - Alhambra, CA                     | 2005 |
| ● Multimedia & Web Design           | The Art Institute of California - San Diego, CA  | 2002 |
| ● <b>AAS</b> - Commercial Art       | SCCC (SUNY) - Loch Sheldrake, NY                 | 1996 |
| ● <b>AAS</b> – Photography          | SCCC (SUNY) - Loch Sheldrake, NY                 | 1996 |

- Experience:**
- Increase user onboarding and engagements; leading to increased sales and growth
  - Improve, create, produce and implement various advertising and marketing collateral (corporate identity, brochures, print advertisements, catalogs, whitepapers, presentations, videos, banner ads, emails, websites, landing pages, infographics, webinars, content and blogs)
  - Manage and negotiate with various external vendors on services provided
  - Teach students how to perform technical tasks associated with the design and creation of interactive multimedia communication
  - Manage social media brand and presence as well as community building
  - Create, produce, distribute, track and manage email marketing campaigns
  - Events and tradeshow planning and organization
  - Business development and creating BtoB partnerships, including proposal writing
  - Plan and implement new marketing strategies based on data to maximize ROI
  - Implement new technologies to manage, track and maximize advertising efforts

**Work History:**

<b>Owner / Founder / CEO</b> <i>Sage Design Group LLC</i>	2005 – Present
Creative Solutions to Grow Your Business™ Sage Design Group wants to be the go-to-place for ideas that help CREATE, INSPIRE and GROW profitable businesses through meaningful human connections. <a href="http://sagedesigngroup.biz">sagedesigngroup.biz</a>	
<b>Owner / Founder / CEO</b> <i>Sage Design Group Shop</i>	2023 – Present
Designs that define spaces that inspire.™ Sage Design Group specializes in thoughtfully curated office essentials that strike the perfect balance between style and practicality. From chic desk organizers and elegant office decor to innovative electronics, our collections are designed to help you create a professional environment that inspires productivity and creativity. <a href="http://shop.sagedesigngroup.biz">shop.sagedesigngroup.biz</a>	
<b>Owner / Founder / CEO</b> <i>MERCH + SWAG™</i>	2023 – Present
Empowering brands with eclectic merchandise + corporate swag.™ At MERCH + SWAG™, our mission is to elevate your brand's presence through high-quality, innovative merchandise that captivates and delights your audience. With MERCH + SWAG™, your brand's identity becomes synonymous with excellence, creativity, innovation and unforgettable experiences. <a href="http://merch-plus-swag.com">merch-plus-swag.com</a>	
<b>Graphic Designer / Marketing Consultant</b> <i>Kinder Ready™ + Elementary Wise™, Los Angeles, CA</i>	2017 – 2019
<b>CMO / General Manager</b> <i>Green Bag America, Northridge, CA</i>	2017 – 2019
<b>CMO / Marketing Consultant</b> <i>BusinessLeads.com, Montebello, NY</i>	2012 – 2013
<b>Marketing Manager</b> <i>Country Floors (Marble Systems), Los Angeles and New York</i>	2011 – 2012
<b>Graphic Designer / Marketing Consultant</b> <i>InsuranceLeads.com, North Hollywood, CA</i>	2008 – 2011
<b>Art Director</b> <i>Jobar International, Inc., Carson, CA</i>	2007 – 2008
<b>Marketing/Art Director</b> <i>Applica Inc. (SmartAVI), Burbank, CA</i>	2006 – 2007
<b>Multimedia Instructor</b> <i>ITT Technical Institute, Torrance, CA</i>	2006 – 2007