

Angi Gerstner

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Marketing & Branding Consultant Brand Development | Marketing Strategy | Content Development

Results-driven leader with experience in marketing, business development, and marketing communications. Skilled in communicating and collaborating with various members of the organization to achieve business and financial objectives. Highly adept at increasing brand awareness, enhancing performance through strategic planning, and proactively leading significant projects. Proficient in time management and problem solving.

Technical Skills: Adobe Creative Suite, Microsoft Office Suite, HTML, CSS, Wordpress, Elementor, Hootsuite, HubSpot, AutoCAD

- Marketing Management
- Relationship Building
- Marketing Collateral
- Leadership & Communication
- Project Management
- Corporate Branding
- Team Management
- Market Research & Analysis
- Content Marketing
- Cross-Functional Collaboration
- Event Planning
- Social Media Marketing

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant | KMC DERMATOLOGY & MEDSPA 2019 – 2020

- Identified pain points during the customer journey by performing market research and creating questionnaires.
- Assessed information from current clients and recommended corrective communication and marketing strategies.

Branding & Marketing Consultant | RACK PERFORMANCE 2017 – 2018

- Instrumental in revamping current company branding to reflect a polished corporate image; led the implementation of new branding across all platforms, including print, mobile, and web.
- Developed marketing strategy, oversaw the production of and delivered digital and print communication collateral.
- Established brand standards, style guide, business systems, and mobile logo using Adobe Illustrator and InDesign; coordinated with product development to execute new branding standards.

Owner / Marketing / Drafting | RTI CONSULTANTS, INC. 1999 – 2015

- Cultivated and maintained professional relationships with existing and potential clients and vendors.
- Orchestrated an annual, 60-person golf tournament and luncheon; designed and managed trade show booths to increase brand awareness and generate new business.
- Utilized AutoCAD to create commercial roof plans, roof moisture survey diagrams, and building elevations.
- Executed a range of responsibilities, such as bookkeeping, financial management, human resources; identified opportunities for improvement, including streamlining processes to increase profits 15%.

2020 VOLUNTEERISM

Marketing Consultant, Melissa's Menagerie: Delivered pro-bono consultant services, including social media marketing, email marketing, and brand development to increase page followers 24%, likes 15%, and engagement 46%. Execute marketing promotions and campaigns to boost brand awareness.

Consultant, Mel's Redbird Kitchen: lead brand creation and development; created the company's e-commerce website.

EDUCATION & CREDENTIALS

Master of Journalism in Integrated Marketing Communication, The University of Kansas, GPA: 3.90(In Progress)

Bachelor of Communication, The University of Kansas, GPA: 3.90

Associate of Applied Science in Graphic Design, Johnson County Community College, GPA: 3.95

Associate of Applied Science in Computer Science, Vatterott College, GPA: 3.85

HubSpot Inbound Marketing Certified, HubSpot | **Hootsuite Platform Certification**, Hootsuite Academy

Google Analytics Certification, Google (In Progress)