

ANGELICA MACK

CONTENT & BRAND MARKETING | CREATIVE PRODUCTION

Henderson / Las Vegas, NV | 702-688-0405 | angelicarmack@gmail.com | Portfolio: add Journo URL

PROFESSIONAL SUMMARY

MBA-trained creative marketing professional with experience leading content from concept through delivery across social, luxury retail, education, and nonprofit environments. Skilled in creative conceiving, short-form video production, campaign execution, visual storytelling, content calendars, performance analysis, and cross-functional collaboration. Combines hands-on production with strong business judgment to translate brand and commercial objectives into on-brand creative that engages audiences and supports growth.

CORE COMPETENCIES

Creative Production • Campaign & Content Strategy • Concept Development • Short-Form Video • Social Media Strategy • Brand Storytelling • On-Camera / Live Commerce • Content Calendars • Performance Analytics • Community Management • Cross-Functional Collaboration • Project & Timeline Management • Email Marketing (Klaviyo, Mailchimp)

PROFESSIONAL EXPERIENCE

Content Creator

2024–Present

Gold & Beyond | Las Vegas, NV

- Own weekly content production across Instagram, TikTok, and Facebook, producing **6+ original short-form videos per week** from concept and filming through editing, copy, publishing, and community engagement.
- Translate brand, product, and promotional priorities into luxury-focused creative campaigns, product photography, educational content, and always-on social assets.
- Produced a top-performing Reel reaching **349K views** and contributed to audience growth of **5K+ followers** through consistent creative testing and audience-led content decisions.
- Hosted and supported five live social-commerce events generating approximately **\$35K in combined sales**, connecting on-camera storytelling and product education to commercial results.
- Partner cross-functionally with marketing, leadership, pricing, and retail teams to build weekly content calendars, coordinate launches, and keep creative deliverables on brand and on schedule.
- Analyze content performance and audience trends to refine hooks, formats, messaging, and future creative direction.

Contract Communications Specialist

2023–2026

Living with Conviction | Seattle, WA

- Planned and produced digital and print communications, including graphics, videos, brochures, educational materials, and event promotion.
- Coordinated with internal team members, board members, donors, and community partners to move campaigns and events from planning through launch.
- Analyzed and presented monthly social media and advertising performance, identifying messaging gaps and recommending improvements.
- Managed multiple communications priorities while supporting fundraising initiatives, awareness campaigns, and stakeholder needs.

Head Lash Educator + Artist

2020–2023

LivBay Lash | Las Vegas, NV / Nationwide

- Led recurring education programs in major U.S. markets, training **300+ students** and representing the brand in high-touch, customer-facing environments.
- Developed and updated course materials, training decks, itineraries, and educational content as techniques, products, and industry trends evolved.
- Directed live training experiences and managed schedules, materials, student communication, and brand standards from preparation through delivery.
- Mentored past students and cultivated long-term customer relationships, strengthening trust, retention, and brand community.

EDUCATION

Master of Business Administration (MBA) — University of Nevada, Las Vegas (UNLV) | 2024–2026

Bachelor's in Journalism & Media Studies — University of Nevada, Las Vegas (UNLV) | 2014–2016

Licensed Esthetician — G Skin Beauty | 2019–2020