

ANGELA PENNINGTON

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SUMMARY

I am a communication specialist with over ten years of experience working in customer service, education, consulting, and marketing. My work centers on making challenging and complex information easy (and even fun!) to understand.

EXPERIENCE

JULY 2024 – CURRENT

CONTENT DEVELOPER, PATIENT CARE INTERVENTION CENTER

- Iteratively design on-brand graphic user interfaces in Figma for mobile webapps with feedback and guidance from PCIC software developers, internal project managers, and external partners and users
- Plan and create blog articles, quarterly newsletters, email campaigns and social media content for PCIC's website, MailChimp, LinkedIn, Facebook, Instagram, and YouTube
- Work closely with software development, data analysis, and care coordination teams to ensure that stakeholders understand product features and impact of services
- Support software product owners with user acceptance testing (UAT), release notes, and documentation to ensure timely release of product updates
- Develop vector-based and pixel-based graphics and branding materials including logos and visual representations of products using Canva and Adobe Illustrator
- Collaborate with healthcare and social service partners to ensure that public relations efforts align with brand guidelines and stakeholder interests
- Attend conferences and community events to take photographs and foster partnerships
- Monitor campaign analytics closely and make strategic branding decisions in collaboration with C-Suite

AUGUST 2023 – JULY 2024

MARKETING CONSULTANT, HURLEY WRITE

- Guide brand strategy & maintain brand guidelines based on data-driven decisions
- Manage marketing channels using content management systems (CMS) such as Buffer, HubSpot, and Meta Business Suite to plan, schedule, and review analytics for campaigns across email, TikTok, YouTube, LinkedIn, Facebook and Instagram
- Create text, image, video, and slide deck content using Canva, Adobe Creative Suite, CapCut, Clipchamp, Topaz Video AI, MS Office Suite, Google Suite and ChatGPT
- Automate processes for sales team to ensure efficient use of resources, e.g. email drips, task reminders, and movement of leads across sales funnel stages

JANUARY 2022 – JULY

EXECUTIVE CONSULTANT, HURLEY WRITE

- Design remote webinars using a customized curriculum that encourages critical thinking and strategy based on rhetorical analysis and readability studies
- Teach technical writing skills to professionals in highly regulated fields such as engineering, finance, pharmaceuticals, and logistics

SEPTEMBER 2021 – DEC 2022

ASSISTANT DIRECTOR, UNIVERSITY OF HOUSTON-CLEAR LAKE

- Manage operations at the **Writing Center** through:
 - Overseeing hiring, training, and professional development of all tutoring staff
 - Growing the course-embedded tutoring program from 1 to 10 courses high DFWI rate classes supported within 1 semester, securing a \$20,000 grant to expand further, and diversifying support across all 4 colleges
 - Coordinating marketing efforts across all official Writing Center channels
 - Implementing new services such as peer writing groups and pre-recorded video feedback to support student success at the University
 - Serving as a lead editor for the Writing Center's literary journal *First Flight*
- Presentation at the 2022 International Writing Center's Association (IWCA) Conference: "A/synchronous: Hybridizing Writing Consultant Training Programs"

NOV 2019 – AUGUST 2021

DEPARTMENT ASSISTANT, UNIVERSITY OF HOUSTON-CLEAR LAKE

- Provided financial, clerical, and administrative support to the **Writing Center** through:
 - Managing all personnel and financial data in PeopleSoft HR and PeopleSoft Finance
 - Managing project workgroups comprised of 2 – 4 staff members at a time, resulting in new equitable hiring practices and expanded online tutoring services
 - Co-creating a 10-week training program for new hires and a year-long professional development plan for all peer writing consultants
 - Surveying students and faculty to conduct research into program effectiveness

JAN 2019 – OCT 2019

PEER WRITING CONSULTANT, UNIVERSITY OF HOUSTON-CLEAR LAKE

- Tutored students of all ages and majors at the **Writing Center** on any writing project, at any stage of the process
- Designed and led creative and academic writing workshop events and series for groups of 5 – 30 students at a time, such as "How to Make Your Own Fantasy Language" and "Creative Scholar: Using Creative Techniques in Academic Writing"

AUGUST 2018 – MAY 2020

GRADUATE RESEARCH ASSISTANT, UNIVERSITY OF HOUSTON-CLEAR LAKE

- Coordinated, transcribed, and used MAXQDA 2020 to collaboratively code and analyze data from focus group interviews for research on professional writing with accountants, educators, psychologists, and healthcare administrators
- Co-presented the on-demand session "Writing Works: The Common Place between Professional Writing Curriculum, Student Values, and Workplace Membership" at the 2021 Conference on College Composition & Communication (CCCC)

MARCH 2015 – AUGUST 2019

JUNIOR COPYWRITER & OFFICE ASSISTANT, AAA CREDIT SCREENING SERVICES, LLC

- Authored marketing materials including company webpages, brochures, and blog articles
- Led public and private proposal writing teams of 2 – 3 individuals
- Developed staff materials such as handbooks and email templates
- Managed client accounts (business and property owners)

AUGUST 2017 – MAY 2019

INSTRUCTOR, HIGHLANDS LATIN COTTAGE SCHOOL-HOUSTON

- Lesson planned and taught for 6th, 7th, and 8th grade English and Humanities

EDUCATION

CURRENT STUDENT, EST. COMPLETION 2029

DOCTOR OF PHILOSOPHY, TECHNICAL COMMUNICATION & RHETORIC

TEXAS TECH UNIVERSITY

- Research interests: workplace communication, emerging technologies (e.g. Generative AI), multimodal user experience/user interface composition (e.g. software and technical manual design)

DECEMBER 2020

MASTER OF ARTS, LITERATURE

UNIVERSITY OF HOUSTON-CLEAR LAKE

- Concentration: Writing Theory and Practice

DECEMBER 2017

BACHELOR OF ARTS, LITERATURE

UNIVERSITY OF HOUSTON-CLEAR LAKE

TECHNICAL SKILLS

- **GRAPHIC DESIGN** (ADOBE ILLUSTRATOR, PHOTOSHOP, INDESIGN, CANVA, FIGMA)
- **MICROSOFT OFFICE** (WORD, EXCEL, POWERPOINT, OUTLOOK, TEAMS, SHAREPOINT)
- **WEB CONFERENCING** (SLACK, ZOOM, SKYPE, TEAMS, DISCORD)
- **VIDEO CREATION** (CAMTASIA, SCREEN-CAST-O-MATIC, OBS, PREMIERE PRO, CANVA, CAPCUT, MS CLIPCHAMP, TOPAZ VIDEO AI)
- **SLIDE DECKS** (POWERPOINT, GOOGLE SLIDES, CANVA)
- **WEB DESIGN & FRONT-END DEV** (JOOMLA, WORDPRESS, WIX, SQUARESPACE, OMNICMS)
- **PROJECT MANAGEMENT** (MONDAY, TRELLO, JIRA / CONFLUENCE)
- **DIGITAL MARKETING** (BUFFER, HUBSPOT, MAILCHIMP, CONSTANT CONTACT)