



ANGELA DERASMO

CREATIVE DIRECTOR / MARKETING MANAGER

PORTFOLIO: <https://heymanifesto.com/marketing-vault>

CONTACTS

 917.687.6625

 aderasmo17@gmail.com

 Chatsworth, CA

EXECUTIVE SUMMARY

Creative Director with **15+ years of experience** leading brand strategy, creative direction, and integrated marketing initiatives for global media, lifestyle, and B2B brands. Proven ability to align creative vision with go-to-market strategy, audience growth, advertiser value, and operational efficiency across print, digital, and experiential platforms. Recognized for building scalable creative systems, leading high-performing teams, and evolving legacy brands in complex and regulated industries.

CAREER HIGHLIGHTS

- **Folio Eddie & Ozzie Award** — Best Design, *mg* Magazine
- Led creative strategy for **global media brands** with international distribution
- Built and guided **cross-functional creative teams (5–6+ designers)**
- Drove **brand revitalization, audience growth, and advertiser value**
- Extensive experience in **regulated and high-visibility industries**

PROFESSIONAL EXPERIENCE

2015 - 2026

INC. MEDIA

West Hills, CA

CREATIVE DIRECTOR

Creative lead for a premier B2B cannabis media brand, overseeing brand strategy, editorial design, and integrated marketing across print and digital platforms.

Defined and executed creative vision for start-up brand by aligning editorial, advertising, and marketing initiatives with business and go-to-market objectives

Partnered with sales and marketing leadership to deliver advertiser-focused creative supporting engagement, retention, and upsell opportunities.

Oversaw creative design and photography production across print, web, newsletters, and social platforms while maintaining consistent brand structures.

KEY IMPACT

- Elevated brand authority within the B2B cannabis industry
- Strengthened advertiser relationships through high-performing creative
- Expanded digital visibility and multi-channel engagement

2008 - 2019

PENTHOUSE
GLOBAL MEDIA

Chatsworth, CA

CREATIVE DIRECTOR

Spearheaded global creative strategy for one of the most recognizable media brands worldwide.

- Led a team of five designers producing key art, packaging, advertising, and brand assets for print, digital, and broadcast platforms.
- Directed global brand revitalization initiatives, modernizing visual identity while preserving brand equity.
- Oversaw creative deliverables for domestic and international broadcast partners.
- Collaborated with executive leadership, editorial, and celebrity departments to deliver cohesive, high-impact campaigns.
- Reduced production inefficiencies by standardizing creative systems.

KEY IMPACT

- Strengthened global brand recognition
- Increased engagement through refreshed visual identity
- Streamlined creative output across platforms and markets

(CONTINUED)

2012 - 2016

HUSTLER CASINO
Gardena, CA

CREATIVE ART DIRECTOR

- Developed and executed marketing campaign visuals, POP displays, and promotional assets for casino events.
- Supported seasonal and high-revenue campaigns with targeted creative solutions.
- Oversaw photo art direction, advertising, and editorial design.
- Collaborated with marketing leadership to enhance on-site and promotional brand experiences.

2007 - 2008

AVN MEDIA NETWORK
Chatsworth, CA

ART DIRECTOR

- Directed creative production for multiple print publications.
- Led magazine redesigns that improved reader engagement and advertiser appeal.

2005 - 2016

LARRY FLYNT
PUBLICATIONS
Los Angeles, CA

ART DIRECTOR

- Led creative direction for Hustler and VCA Video divisions.
- Managed a team of six artists producing DVD packaging, key art, and marketing assets for global distribution.
- Oversaw branding initiatives across print, digital, and emerging platforms.
- Supported expansion into VOD and Pay-Per-View, positioning the brand for digital growth.

2000 - 2005

PLAYGIRL MAGAZINE-
New York, NY

ART DIRECTOR

- Directed full magazine redesign and rebranding initiatives.
- Re-launched Playgirl.com, creating new digital revenue streams.
- Oversaw photo art direction, advertising, and editorial design.
- Supported expansion into VOD and Pay-Per-View, positioning the brand for digital growth.

EDUCATION

Bachelor of Fine Arts (BFA)

School of Visual Arts — New York, NY

SKILLS SUMMARY

EXECUTIVE LEADERSHIP

- Creative Direction
- Brand Strategy
- B2B Marketing
- Team Leadership
- Cross-Functional Collaboration

CREATIVE STRATEGY

- Print & Digital Publishing
- Campaign Development
- Photo Art Direction
- Event Marketing

PROFESSIONAL PHILOSOPHY

Creative leadership grounded in strategy, storytelling, and execution. I enjoy building brands that connect emotionally, perform commercially, and evolve with culture and technology.

PLATFORMS & TOOLS

Adobe Creative Suite, Canva, WordPress, CMS Platforms, Content Strategy & SEO, Email Marketing Platforms, Google Suite, Slack, Asana, AI-Enabled Creative Tools (concept development, content iteration, workflow optimization)