



Brand Manager / Art Director — Packaging & Brand Systems

Brand Manager and Art Director with deep experience in **consumer packaging and brand systems**, leading CPG products from **concept through market launch**.

EXPERIENCE

BRAND MANAGER / ART DIRECTOR (CONTRACT) — POWKAKES

2025–Present | Consumer packaged goods brand

- Leads the evolution and execution of a consumer CPG brand from early foundation through market launch, creating a bold, comic book-inspired brand system designed to engage kids while earning parents' trust
- Owns packaging design and visual identity across five SKUs, building a scalable framework to support future flavor launches
- Designs retail-ready packaging and extended the system across Amazon storefronts, social content, tradeshow activations, and sales materials
- Developed comprehensive brand guidelines and modular asset toolkits enabling cross-team content creation without sacrificing quality or consistency
- Art directs and executes product photography and created a robust library of social and light motion assets
- Designed and launched the PowKakes website, supporting brand storytelling and commerce

BRAND INNOVATION LEAD — ST. CHARLES TRADING

2025–Present | Brand innovation & packaging leadership role

- Leads packaging design and brand innovation for B2B ingredient solutions and select consumer-facing brands
- Partners cross-functionally with product development, marketing, and sales to bring new brands and private-label programs to market
- Oversees tradeshow execution, including booth design, vendor coordination, and on-site activation
- Manages multiple concurrent design initiatives while balancing creative vision with operational and production constraints

ART DIRECTOR — G&S BUSINESS COMMUNICATIONS

2022–2025 | Agency-side creative leadership role

- Led art direction across multi-channel campaigns within regulated agriculture and technical industries
- Mentored and managed creative teams and partnered cross-functionally to deliver polished, strategic work
- Work recognized with a **Platinum Hermes Award** and **Gold Muse Award**

VP, ART DIRECTOR — REVOLUTION GLOBAL

2018–2022 | Multi-market consumer brand and packaging leadership role

- Led packaging systems and brand execution across multi-state cannabis markets, ensuring regulatory compliance and visual consistency
- Directed brand consolidation initiatives, developing cross-market guidelines and streamlined packaging frameworks
- Managed internal teams and external vendors to deliver cohesive B2B and B2C packaging and marketing assets

EARLY CAREER — DESIGN & PRODUCTION ROLES

2006–2018

- Graphic Designer and Senior Designer roles across agency and production environments, building a strong foundation in packaging, branding, print, and digital execution

BACKGROUND

CORE COMPETENCIES

- Brand and Packaging Systems
- Consumer Brand Development
- Art and Creative Direction
- Retail/Experiential Design
- Project/Production Management
- Vendor Coordination/Collaboration
- Regulated Category Experience

TOOLS AND PLATFORMS

- Adobe Creative Suite
 - Illustrator
 - InDesign
 - Photoshop
 - Premiere
- Figma, Canva
- Asana, Wrike
- Hootsuite
- Microsoft Office, Teams

INDUSTRY EXPERIENCE

- Advertising
- Consumer Packaged Goods
- Foodservice & Ingredients
- Cannabis (Regulated)
- B2B & B2C Marketing
- Agribusiness

EDUCATION

Bachelor of Fine Arts,
Visual Communications

- International Academy
of Design & Technology



708.307.3890

AngelikaBirmingham@gmail.com
AngelikaBirmingham.com