

ANGELA CAPRIA MINDEMANN

DESIGN & MARKETING

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Vestal, NY 

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PROFESSIONAL PROFILE

Over two decades of design and web experience have honed my technical skills and deepened my understanding of marketing. As an SEO expert, I've optimized numerous B2B and B2C websites to enhance not only organic rankings but also Google Ads and Google Shopping performance. Year-over-year, I've led my team in search engine optimization (SEO) projects, resulting in significant increases in organic traffic. From January 2024 to January 2025, traffic rose from 48.4K to 54.6K, and from January 2025 to January 2026, it further increased to 72.2K. Just as your brand thrives on consistency, so does my approach: know what you're doing, do it right the first time, and repeat.

EDUCATION

BACHELOR OF ARTS
Psychology / Sociology & Art Studio
State University of New York at Geneseo
1999-2003

ASSOCIATE OF ARTS
Graphic Design
Broome Community College
2004-2005

SKILLS

Attention to Detail

Creativity

Project Planning

Accountability

Technically Advanced

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Ads / Analytics / Search Console

EXPERIENCE

WAWAK / Cleaner's Supply, Inc., Conklin, NY

ECOMMERCE MANAGER / 2019-Present

- Implemented internal search platform, created redirects, added synonyms & visibility rules.
- Created rich product content, increased link equity, and SEO optimization.
- Independently built WAWAK blog, including all assets, content, and technical site build.
- Monitored for website deficiencies and advocated for advancement opportunities.
- Optimized workflow, created SOP's and cross-trained.

SENIOR GRAPHIC DESIGNER / 2011-2019

- Maintained branding for two sister companies: Cleaner's Supply & WAWAK.
- Updated annual catalogs in English, Korean and French Canadian.
- Managed comprehensive Cleaner's Supply packaging branding update including implementation of SKU barcode labeling system.
- Designed printed and electronic marketing materials (flyers, box inserts, emails, ads, etc.).
- Directed and completed photography for 20,000+ SKU's for new websites.
- Created, branded and populated social media accounts.

Dataflow Inc., Binghamton, NY / 2008-2011

ASSISTANT DIGITAL ASSET MANAGER / LEAD GRAPHIC DESIGNER

- Pre-flighted architectural drawings and specifications.
- Designed and managed project web portals posting in an easy-to-navigate structure.
- Developed and implemented company-wide cost saving efficiency processes.
- Provided internal and external customer service and tech support.
- Performed customer design services and evolved Dataflow identity.
- Assisted with large format color printing, laminating and mounting.

GRAPHIC ARTIST

The Reporter Group, Vestal, NY / 2007-2008

ELECTRONIC PRE-PRESS TECHNICIAN

Vail-Ballou Press, Kirkwood, NY / 2006-2007

GRAPHIC DESIGNER

Brundage Publishing, Binghamton, NY / 2005-2006