



# Angelica Sham

## Contact

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angiesham.com

San Francisco Bay Area, CA

## Education

BFA Art: Photography, Graphic Design Minor, cum laude  
San José State University  
San José, CA

## Skills & Software

Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, xD, photography, social media management & engagement, WordPress, Mac OS, survey writing, HTML/CSS, user experience, project management, Klaviyo, Asana, Maya, email marketing, Salesforce Marketing Cloud, Demandware, Microsoft Office, Google Suite, Shopify, voice-over acting, content creation

## Experience

### Email Marketing & eComm Specialist Speck Products | May 2018–August 2023

- Manage and plan email marketing campaigns
- Increased average email click rate by 1.14%
- Managed social media calendar to streamline copy requests and schedule posts
- Coordinated and produced photography, videography, and voice-over talent for social media campaigns, new product assets, and advertising assets
- Created SOP documents for clarity around tasks

### eCommerce & Web Design Associate Speck Products | May 2018–Sept 2019

- Established the first run of show plan in the first 5 months of employment
- Managed email assets using Salesforce Marketing Cloud
- Managed web assets using Demandware, edited HTML and CSS to update homepage

### E-Commerce Merchandiser Salvation Army | Nov 2017–May 2018

- Collected high-value merchandise from donations to research, appraise, and professionally photograph for resale on Ebay
- Increased gross sales by 143% upon hiring, exceeding monthly sales goals, and implemented an organizational system in-warehouse to maintain positive sales
- Recruited and managed program beneficiaries, trained in testing products and posting
- Created weekly and monthly sales reports for management review

## Experience, Cont.

### **Creative Assistant**

Ellen Brook | Feb 2015–Mar 2018

- Produced product photography for ecommerce and documentation purposes, and behind the scenes videography for web
- Managed Wordpress, uploaded one of a kind products
- Staged visual merchandising set up for trunk shows
- Designed a lookbook for 2017 using product and lifestyle photos
- Developed a mock-up of the website for future improvement, for shopping fashion pieces, or artwork.

### **Intern**

Peninsula Museum of Art | Sept 2014–Dec 2014

- Opened galleries for public entry, managed gift shop transactions, assisted with major events such as the holiday art sale
- Reviewed and researched works on display in order to provide docent tours as needed
- Photographed permanent collection for cataloging

### **Photography Teacher**

Shih Yu-Lang Central YMCA | Jun 2013–Mar 2014

- Instructed youth interns from diverse and underserved backgrounds living in the Tenderloin district by hosting photo walks and discussing ethics, composition, and ideal camera settings.
- Shared examples of documentary-style photography based on the “Following Dancers” body of work (shown on website)
- Assisted youth program director as needed, assisted with “Ain’t Nothin’ Tender” exhibition.