

DIRECTOR OF CREATIVE INITIATIVES

THE PEOPLE'S ECOSYSTEM



ANGELA WONG CREATING A VISUAL NARRATIVE THAT NORMALIZES AND CELEBRATES CANNABIS

- **Over 15 years of graphic and web design experience** in enterprise, consumer marketing, and corporate communications. Her experience in visual communication, user experience and interface, content strategy, team collaboration, art direction, and a passion for visual storytelling and problem solving has driven awareness and increased revenue. She has contributed her expertise in launching 100+ global products and services generating millions of dollars in sales.
- **Establishes creative marketing strategies** that resonate with our target audiences and stands out from our competitors.
- **Leads the design and execution on campaigns** to promote the products and services of The People's Ecosystem brands to build awareness and generate conversions across multiple touch points including web, social, and product development.

Angela graduated from California State University, Sacramento with a B.S. in Graphic Design and minor in Studio Art