

ANGELA IVORY BOOTH

Creative Strategist | Multimedia Storyteller | Brand Designer | AI-Assisted Content Producer

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PROFESSIONAL SUMMARY

Creative strategist and multimedia storyteller who carries an idea from concept through strategy, brand identity, website, content, video, campaign, and distribution — using AI-assisted production as a tool inside that process, never as a substitute for the creative direction behind it. Builder of three end-to-end brand worlds (AB4Life, ElevAlte Solutions, Seroled Solutions) spanning music, business, and financial-education audiences.

Proficient in Canva, HeyGen, CapCut, ChatGPT, Suno, ElevenLabs, Kling, and GoHighLevel, with a workflow built around efficiency, brand consistency, and measurable audience engagement. Has designed, written, and launched four live brand websites and produced 50+ social graphics and 30+ video assets across seven platforms.

CORE CAPABILITIES

Strategy & Story: Creative Strategy | Social Media Content Systems | Multimedia Storytelling

Design & Video: Brand Design & Identity Systems | Video Production (reels, explainers, lyric films)

Digital & AI: Web & Landing Page Design | AI-Assisted Production (always human-directed)

SELECTED BRAND WORK

AB4Life — *Faith • Music • Storytelling* — ab4life.com

- Creative Director for a 10-song album campaign (Praising God Through It All); built full brand identity, website, podcast, and social release strategy across 7 platforms.

ElevAlte Solutions — *Technology • Business Strategy • Digital Marketing* — elevaitesolution.com

- Own brand positioning, campaign design, and thought-leadership content for an AI-powered business solutions brand; built the website and LinkedIn/Facebook campaign series.

Seroled Solutions LLC — *Education • Clarity • Professional Communication* — seroledsolutions.com

- Designed the brand identity, website, and explainer video content that turns a complex surplus-funds recovery process into a clear, trustworthy client experience.

Also designed and launched eilleninc.com, a responsive contractor site for an Atlanta remodeling and property preservation company serving Metro Atlanta since 2012.

PRODUCTION HIGHLIGHTS

3 brands built end to end • 4 live websites launched • 10 original songs released • 50+ social graphics • 30+ video assets
• 7 platforms covered

PROFESSIONAL EXPERIENCE

Founder | Creative Strategist & AI Content Producer | ElevAlte Solutions

2022 – Present • Remote

- Lead brand positioning, campaign design, and content strategy; produce video and graphics with ChatGPT, HeyGen, CapCut, and Canva.
- Manage content calendars and multi-platform publishing, tracking performance to optimize campaigns.

Founder | Creative Director & Multimedia Producer | AB4Life

- Directed a 10-song album campaign from concept through release; built the brand identity, website, podcast, and social strategy.

Founder | Brand & Educational Content Strategist | Seroled Solutions LLC

- Developed the brand identity, website, and educational campaigns/explainer video that simplify surplus funds recovery for clients.

Collection Specialist II | Rollins Acceptance Company

November 2021 – December 2025

- Created customer-facing communications and documentation that simplified complex financial information.
- Collaborated cross-functionally to improve communication and workflow efficiency.

Lead Operations Coordinator | DHL Supply Chain

February 2019 – November 2021

- Developed presentations, process documentation, and training materials; coordinated communications across departments supporting large-scale logistics operations.

Customer Service Representative | FedEx

March 2018 – February 2019

- Delivered outstanding customer communication and issue resolution in a fast-paced logistics environment.

TECHNICAL SKILLS

AI Tools: ChatGPT, HeyGen, Suno, ElevenLabs, Kling, Prompt Engineering

Design: Canva, Adobe Express, Figma (working knowledge)

Video: CapCut, HeyGen, YouTube Studio

Web: Lovable, responsive site design, landing page architecture

Marketing: GoHighLevel, Metricool, Zapier, Notion

Productivity: Microsoft Office, Google Workspace, PowerPoint, Excel, Teams

PROFESSIONAL DEVELOPMENT

Google AI Essentials • Google Prompting Essentials • HubSpot Academy • Canva Design School • Microsoft Learn • IBM SkillsBuild • Coursera Professional Learning • LinkedIn Learning • Udemy Professional Development • OpenAI Learning Resources • GoHighLevel Training

EDUCATION

Fort Valley State University — Business Administration Studies