



# ANGIE CAREL



Marketing Consultant, AI Literacy  
+ Community Building

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Angie Carel,  
Independent Marketing  
Consultant

With over 20 years in strategic marketing and a passion for storytelling, I've witnessed firsthand the transformative power of artificial intelligence in driving innovation. Beyond my professional achievements, my core mission is to demystify AI for everyone, breaking down the barriers of fear and misunderstanding that often surround this technology.

I champion the cause of community building, emphasizing the invaluable experience of connecting with others face-to-face.

My efforts extend beyond the marketing sphere, advocating for interdisciplinary gatherings that foster learning and growth through shared human experiences. I believe that the most profound insights and innovations emerge from diverse groups of people coming together, sharing their knowledge and perspectives, irrespective of their industry backgrounds.

I lead courses and facilitate events where professionals across sectors can learn from each other and collectively navigate the challenges and opportunities presented by AI technology.





## BIO

### **Agency Owner:**

As the owner of IBA Marketing, Angie Carel successfully guided the agency through the evolving landscape of marketing, achieving sustained growth and diversification across multiple industries. Under her leadership, the agency not only excelled in delivering comprehensive marketing solutions but also embraced the consistent integration of new technologies, and ever-changing platforms. Angie's strategic vision was instrumental in fostering a culture of continuous improvement and adaptability. As a Storybrand Certified Guide, Angie has become an expert at unifying brand messages with customers. Her expertise isn't just in crafting compelling stories; it's in her profound practice of deep listening and empathetic understanding.

### **Consultant:**

In her Marketing Consultant role, Angie leverages her extensive experience to offer strategic guidance to businesses navigating the complexities of modern marketing. Her consultancy focuses on the application of AI in marketing, development of AI guidelines, enhancing the creative processes through generative AI technologies, and building AI implementation teams.

Angie's commitment to AI literacy and community building is evident through her initiatives, including the foundation of a local AI knowledge-sharing community, AI in FW. She is dedicated to fostering a broader understanding of AI, and helping to make it accessible to everyone.

### **MARKETING CONSULTANT**

Create and implement effective marketing strategies.

### **FRACTIONAL CMO**

Filling marketing leadership gaps within your organization.

### **AI LITERACY & EDUCATION**

Providing the community with opportunities to learn and understand how AI works, and its implications.

### **COMMUNITY BUILDING**

Fostering a sense of togetherness with a diverse group of people in order to face challenges, and learn and grow together.