

Angela (Angie) Clark

msphaerie@artoncreative.com | (310) 415-1173 | LinkedIn [angie-clark](#) | [artoncreative.com](#)

PROFESSIONAL SUMMARY

Experienced creative content marketing specialist with expertise in developing marketing campaigns and online strategies. This includes researching keywords and topics, creating web content using persuasive writing to motivate action or purposeful content that's informative, engaging, and provides value, writing for search engine optimization, and optimizing for social media engagement. My work focuses on communicating ideas through color, design elements, and language to create rich visual touchpoints and memorable experiences that anticipate users' needs, requirements, and expectations. Clarity, accessibility, and inclusivity are always top of mind, like paint that never dries.

EDUCATION

California State University Long Beach | Long Beach, CA

February 2023

Digital Marketing Professional Certification

Selected Coursework: Content Marketing, Search Engine Optimization, Social Media Marketing, and User Experience.

Pasadena City College | Pasadena, CA

2011

Fine Art, Business | 21 Credits

Portland Community College | Portland, OR

2004

Fine Art, Psychology | 21 Credits

SKILLS

Technologies: Canva, Google Ads (Search & Display), Google Analytics, Google Data Studio, Google Merchandise Store, Google PageSpeed Insights, Google Search Console, Hootsuite, HubSpot, HTML, CSS, Meta Ads, Schema Markup, Structured Data, Upfluence, and WordPress.

Area of Expertise: Content marketing, competitive research, current state analysis, digital strategy, E-commerce, inbound marketing, keyword planning, link building, search engine marketing, search engine optimization, organic and paid social media marketing, and user experience design and testing.

PROJECT EXPERIENCE

Project: Email Marketing Campaign for E-Commerce Fabric Website

February 2023

Scope: Develop an email design template targeting the brand's buyer persona's conversion paths, offering products and services that align with their goals and relevancy to their life-cycle stage.

- Determined two SMART goals: Increase email open rate by 50% in the first 3 months, and increase click-through rate to the website by 30% in the first 3 months. The campaign focused on new products, restocking announcements, and building an email subscriber list to achieve these.
- Designed an email template with actionable subject lines and copy that is persuasive, personalized, and consistent with the brand's voice by using targeted intent-driven keywords, images optimized for all devices, a call to action that leads to a relevant offer, and lead magnets that provide value to the customer.
- The email template was created using HubSpot email marketing tools to be responsive across multiple devices.

Project: Case Study Analysis for Human Resources Consulting Company

June 2022

Scope: An evaluation to understand and engage with the target audience at a lower budget than digital advertising by outlining a content marketing strategy focused on a storytelling website with two social media channels.

- Identified relevant details to evaluate the effectiveness of the new strategy and why the previous strategy failed by creating a SWOT analysis.
- Used the five W's to determine the company's mission and values, its audience, where they're located and what they're drawn to, the content strategies purpose, why it was necessary, and how it was implemented.
- Determined relevant keywords to understand how the content is relevant to the audience and is found in search results.

PROFESSIONAL EXPERIENCE

Tax Resource Group | Pasadena, CA

February 2023 - Present

Digital Marketing Strategist

- Conducted a marketing analysis to identify media channels, a website performance evaluation using Google page speed insights and mobile-friendly test, performed SWOT, backlink, on-page SEO, and competitor analysis using SEO Meta in 1 click and Ahrefs, and developed an SEO plan.
- Performed keyword research to identify the best search queries for SEO using Google keyword planner and Answer the Public, and created a 100+ word plan and topic structure to increase organic search traffic and generate leads.
- Developed three customer intent-driven buyer persona profiles using HubSpot buyer persona template and Canva that represent the client's target audience to endure all aspects of the marketing strategy aligned with the customer's needs.
- Provided a content pillar as a framework for a social media strategy to build and maintain a consistent and relevant brand and reach audiences across channels.

Botanicals Floral Art, Glenwood Springs, CO

January 2023 - Present

Digital Marketing Strategist

- Conducted a marketing analysis to identify current and potential media channels, including a corresponding SWOT analysis, backlink analysis, website performance evaluation, on-page SEO analysis, and top ten competitor analysis. Then developed an SEO plan based on the findings.
- Conducted keyword research to identify the most effective search terms for SEO using Google Keyword Planner and Answer the Public. Then, created a 100-word plan and topic structure to increase organic search traffic and generate leads.
- Created a buyer persona driven by customer intent to represent the client's target audience, ensuring all marketing strategy aspects aligned with the customer's needs.
- Developed a content pillar as a foundation for a social media strategy to create and maintain a consistent and relevant brand and reach audiences across various channels.