



www.GraceTouch.com

Roberta Grace Executive Profile

Capability Statement

20 years experience creating superior customer and vendor relationships from marketing, sales, and customer service perspectives. Exceptional copy writing skills. Extensive email campaign management.

Primary Focus

Direct marketing, website creation and search optimization, copy writing, editing, and proofing of a wide range of documents.

Additional Skills

National tradeshow production, regional seminar marketing, customer service and support expertise.

Employment History

Fire Mountain Gems
2011-Present
Firemountaingems.com

Email Designer focused on "Uniting the world one bead at a time" with this 500+ employee Mom and Pop e-commerce powerhouse. Hand-code HTML for exceptional in-box deliverability, and create original graphics utilizing Photoshop in a last-minute-change environment. Weekly reporting of subscriber data.

Hay House, Inc.
2004 – 2008
HayHouse.com

Internet Marketing Specialist for this world-wide leader of inspirational and self-help publications and events. Sole responsibility of all aspects of email marketing. Heavy interaction with numerous *New York Times* best-selling authors. Performed daily website updates, managed extensive Google AdWords campaigns and affiliates. Daily intensive use of Lyris and Blue Hornet email applications.

National Pen
2001 - 2004
Pens.com

Marketing Communications for this leading direct-seller of promotional products. Responsible for website content, copy writing, email initiatives, business process documentation and database management. Spearheaded extensive SEO initiative.

GraceTouch Marketing
1998 - Present

Contract copy writing and marketing consulting. Extensive website content creation for a variety of clients including:
AltaVista.com – Content research and creation
BabyGenius.com – Content and online store management
Estoremanager.com – User and promo documentation
GoldAndGems.com – Blog and product descriptions for SEO.
GaryRenard.com – Website admin and AdWords campaign
MedSource Personnel – Expanded the education division
Simplenet.com – Creative and marketing consulting
TamileeWebb.com – Website management

Solsource Computers
1994 -1998

Marketing Director for this *Inc. 500* VAR. Regional and national marketing of engineering services and high-tech products with a focus on Internet security.

Education

CSUSM – Dreamweaver Web Design (2008)
UCSD – Web Marketing Strategies (2004)
UCSD - Professional Certificate in Copyediting (2002)
PUSD – Website design certificate (2000)
Seattle University – Journalism and Psychology

Contact Me

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