

# Roberta Grace

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## Marketing Administrator & Copywriter

**A Recognized Expert in Digital Content Development,  
Administer Essential Business Tasks**

Dynamic, qualified champion of robust email marketing campaign creation and management, with a track record of creating and implementing successful content development. Expert in utilizing online tools, resolving problems and writing eye catching content and creating compelling presentations. Proven ability to work with team members to keep tasks on track and effectively managed.

### CORE COMPETENCIES

Original Content Development ♦ Client Relationships ♦ Project Management  
Email Marketing Campaigns ♦ SEO Copy ♦ Database Management ♦ Email Promotions

### EXPERIENCES AND ACHIEVEMENTS

#### **GRACE TOUCH MARKETING, Nationwide**

**1998 – Current**

*Independent contractor providing exceptional copywriting skills and robust email marketing campaign creation and management.*

#### **Independent Contractor**

Develop website content, manage email campaigns, PPC campaigns, SEO services and copyediting to a variety of business clients. Portfolio includes: AltaVista.com, BabyGenius.com, GoldAndGems.com, Dr. Wayne Dyer, Gary Renard, National Pen, MedSource Personnel, Tamilee Webb and Gary Zukav.

#### **MAMMOTH MOUNTAIN SKI AREA: Main Lodge, Mammoth Lakes, CA**

**2016 – NOW**

*California's highest four-season resort and playground.*

#### **Uniform Manager / Retail Sales Associate**

Manage stock, issue, cleaning and repair of MMSA-branded uniforms and nametags to team members. Also work retail at multiple MMSA-owned stores, primarily Mammoth Sports Main Lodge.

#### **VAIL RESORTS RETAIL: Heavenly Sports, South Lake Tahoe, CA**

**2015 – 2016**

*Premier mountain resort offering "Experiences of a Lifetime" in the great outdoors.*

#### **Retail Sales Associate**

Slopeside high-end retail sales of specialty sports clothing and gear. Assist customers with selection and fitting of ski and snowboard wares. Accept cash and credit card payments, stock inventory, maintain exceptionally neat and orderly appearance of sales floor. Act as Vail Resorts brand ambassador with high energy and ultra-positive attitude.

#### **HARRY & DAVID, Medford, OR**

**2013 - 2014**

*A longtime chain retailer creating gift baskets with fruit, chocolates, wine & other gourmet treats.*

#### **Copywriter**

Created the Harry & David difference with a refined voice in email, web elements and blogs for this legendary brand.

- ♦ Increased search engine result rankings for dozens of phrases by revising HTML title tags, meta descriptions and authoring original search engine optimized copy.
- ♦ Worked closely with graphic design and product development teams to provide a concept and write copy in alignment with the corporate brand building strategies and marketing initiatives.

#### **FIRE MOUNTAIN GEMS, Grants Pass, OR**

**2011 – 2013**

*A wholesale bead and jewelry-making supply store.*

#### **Copywriter and Email Designer**

Developed promotional emails, informational articles, and catalog product descriptions.

- ◆ Suggested change in routing of proofing cycle for emails resulting in improved communication between copywriters and management.
- ◆ Hand-coded HTML email campaigns for exceptional in-box deliverability, creating original graphics in support of email campaigns utilizing Photoshop.
- ◆ Prepared weekly email activity reports for business owners to analyze data.
- ◆ Identified significant error in management of blocked and bounced email subscribers and followed through with IT department to ensure correction.

**HAY HOUSE, INC., Carlsbad, CA****2004 - 2008**

*A new thought and self-help publisher founded in 1984 by author Louise Hay, when she self-published her books *Heal Your Body* and *You Can Heal Your Life*.*

**Internet Marketing Specialist**

Responsible for all aspects of email marketing and PPC campaigns to increase revenue generation.

- ◆ Managed content for main website and multiple author websites following in-house style guide.
- ◆ Implemented Amazon affiliate account which grew the average commission to \$10k per month.

**NATIONAL PEN, San Diego, CA****2001 - 2004**

*The company is a global organization with 1,200 employees.*

**Marketing Communications**

Collaborated with Microsoft Professional Services to develop an all new Pens.com website.

- ◆ Spearheaded SEO initiative that rapidly generated a 20% spike in monthly sales.
- ◆ Rewrote delinquent account letter that proved about 40% more effective.
- ◆ Implemented PPC campaign to increase lead generation.

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**EDUCATION**

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National Career Readiness Certificate – Gold Award (2014)  
CSUSM, Dreamweaver Web Design (2008)  
USCD, Web Marketing Strategies (2004)  
USCD, Professional Certificate in Copyediting (2002)  
PUSD, Website Design Certificate (2000)

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**PROFESSIONAL DEVELOPMENT**

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AdWords Seminars for Success with Brad Geddes – Feb 2009  
2-day intensive authorized by Google. (<http://certifiedknowledge.org>)