

HEATHER STEPHENS

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10 YEARS MARKETING EXPERIENCE

Web Designer and Marketing Strategist

Wise Owl Marketing | Roscoe, IL | May 2015 – Present

Services include Wordpress web design, SEO, branding and marketing strategy for professionals and local businesses.

Social Media Marketing Manager & Blogger

FatWallet, Inc. | Beloit, WI | 2011 – 2015

Built a Social Media department and led a team of bloggers, SEO specialists, and interns to create and execute content marketing strategies for the blog and all social channels.

- Designed Wordpress blog and managed the migration and SEO optimization of 1500 existing posts.
- Implemented a blog newsletter and grew to over 4,000 subscribers in less than 6 months.

Staff Writer: Personal Finance & Lifestyle

Bargainbabe.com | 2013 – 2014

Wrote a weekly blog post about ways to make money, save money, and personal finance to inspire readers to live an abundant, debt-free life.

Virtual Marketing Assistant

Flip Flop CEO / Our Team Support | Phoenix, AZ | 2005 – 2012

Providing marketing consulting and services for authors with a large home based business organization. Develop/manage Wordpress website, email marketing newsletters, social media marketing strategies, graphic design, presentations, and trainings.

Founder, Marketing Consultant, Blogger

Clevermarketer.com | 2009 – 2012

Coached home based business owners on internet marketing and social media marketing best practices, copywriting, SEO, free traffic generation methods and email marketing. Created a marketing forum for business owners to network and share ideas. Guided 35+ marketers through a blog and social media marketing challenge. Facilitated two Facebook groups focused on marketing.

SKILLS

HTML5

Wordpress

Some: CSS3

Some: PHP

Design Skills

Adobe Photoshop

Adobe Illustrator

Extensive Marketing Skills

Blogging

Facebook

Twitter

Google Plus

Pinterest

Search Engine Optimization

Analytics

Lead Generation

EDUCATION

Columbia College

Bachelor of Arts in Fine Art

Northern Illinois University

Fine Art & Design Major

Skillcrush

Wordpress Developer Course

AWARDS

Plutus Awards 2013

Best Business Blog Finalist