



NINYA

WALTERS

**DIGITAL MARKETING
CONTENT CREATOR
COPYWRITER**



319-290-7583



ninyamw@gmail.com



[View My Online Portfolio](#)



KEY SKILLS

- Adobe Creative Suite
- Canva
- Google Analytics and GA4
- Content Creator
- Photography
- Creative Writing and Copywriting
- Social Media Expert and Facebook Group Moderation
- Shopify
- Email Automations
- Funnel Building and Landing Page Design
- Facebook and Amazon Ads
- Storytelling



EMPLOYMENT

Nov-2021-Present

IP Pathways Digital Marketing Specialist and Content Creator

June 2019-Present

Self Published Author at Teal Butterfly Press
Freelance Shopify Store Set-Up and Graphic Artist

Jan 2002- June 2019

Wooya Inc
Marketing Director and CFO
Content Creator



EXPERIENCE

- 20 Years of Email and Digital Marketing Experience
- 10 Years of Content Creation and Blogging
- 27 Years of Photography and 24 Years of Photoshop Experience
- 20 Years of Product Launch Experience
- 11 Years Social Media Expert and Facebook Group Moderation
- 10 Years Copywriting Experience
- 5 years Shopify Store Set-up
- 20 Years of Funnel building and Landing Page Design
- 3 Years Canva Graphic Design Expert
- 10 years Google Analytics and Beginner GA4 Reporting



EDUCATION

AA In Photography & Photojournalism

Hubspot Certifications

- Email Marketing
- Inbound Marketing
- Content Marketing



INTERESTS

Creative Writing, Travel, Gardening, Serial Entrepreneur, Reading, and Learning

MEASURABLE RESULTS

IP Pathways Nov 2021 to Present

LinkedIn

- Started LinkedIn Newsletter and went from 0-446 subscribers in three months
- LinkedIn Organic Stats Growth in One Year
 - 9362 Page views +991.4%
 - 3,980 Unique visitors +1,077.5%
 - 198 Custom button clicks 465.7%

Google Analytics Stats in One Year Utilizing a Content Strategy

- New Users +28.62% 17,727 vs 13,782
- Pages Viewed +31.83% 42,232 vs 32,035

*This is in spite of a website speed issue that made the initial load time over 4 seconds for 10 months of the year. I correctly diagnosed the problem during my first week of employment and notified management. I believe these statistics were greatly affected by this issue, and if the speed problem had been resolved they would be significantly higher.

Teal Butterfly Press June 2019-Present

Facebook

- Started a Reader Group with over 325 members
- Facebook Ad Strategy that Earns a Consistent 110% ROI over 3 Years
- Organic Content Strategy featuring Videos and Blog Posts called the TMI
- Weekly Email Campaigns and Autoresponder Series using Klaviyo

Shopify Store

- \$10,800 in sales with an average order spend of \$16
- 15.32% Return Customer Rate
- 2.01% Conversion Rate

Royalties on Books from All Other Booksellers

- \$52,450 since June 2019
- International Readers in 43 Countries

*This is a part time income stream that I am slowly growing with the intention of having a large backlist in retirement that generates passive income.

Wooya Inc. Jan 2002- June 2019

Facebook

- Started an Exclusive Paid by Subscription Facebook Group with 250 Members
- Facebook Ad Strategy that Earned a Consistent 250% ROI
- Organic Content Strategy featuring Youtube Tip of the Week
- Ongoing Weekly Email Campaigns and Autoresponder Series

Shopify Store

- Sales of \$247,000 annually. We sold photoshop templates and educational videos to business owners with an average order spend of \$30
- Created High Converting Landing Pages using Lead Pages to sell Photoshop Products and Videos

*I do not have access to the Google Analytics since the sale of this company in 2019.