

Contact

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angelamarierogers (LinkedIn)
www.misadvmom.com (Blog)
www.gostudios.co/ (Company)

Top Skills

SEO Copywriting
Content Strategy
Technical Writing

Languages

English (Native or Bilingual)
Spanish (Elementary)

Certifications

From Likes to Leads: Interact with
Customers Online

Foundations of Digital Marketing and
E-commerce

Attract and Engage Customers with
Digital Marketing

Angela Rogers

Digital Content Specialist Driving SEO Growth, Social Engagement &
Technical Content Strategy

Mabank, Texas, United States

Summary

With more than 10 years of experience in digital marketing, SEO copywriting, and social media strategy, I specialize in creating content that strengthens brand visibility, improves search performance, and drives audience engagement. As a Digital Content Specialist at 1000Bulbs.com, I develop SEO-focused content strategies that support both customer acquisition and long-term brand growth. My work includes technical copywriting, blog content creation, social media campaigns, product-focused marketing content, and digital storytelling designed to connect with diverse audiences across multiple platforms. I enjoy translating complex or highly technical topics into accessible, engaging content that informs customers while supporting business objectives. My background in eCommerce marketing has given me experience balancing creativity with analytics, using performance insights to refine messaging, improve engagement, and enhance overall digital visibility. Core areas of expertise include: • SEO Copywriting • Content Strategy • Social Media Marketing • Technical Writing • Digital Content Development • eCommerce Marketing • Brand Messaging • Audience Engagement • AI-Assisted Content Workflows I'm particularly interested in the evolving intersection of content strategy, AI-enhanced workflows, search optimization, and digital brand development.

Experience

1000Bulbs.com

9 years 11 months

Digital Content Specialist

May 2024 - Present (2 years 3 months)

Supported digital marketing initiatives through SEO-driven content creation, social media management, and cross-functional collaboration focused on strengthening brand visibility and customer engagement.

- Developed marketing and advertising copy that reinforced brand messaging and supported broader digital campaign objectives.
- Managed social media content strategy across multiple platforms, creating branded graphics and audience-focused content designed to improve engagement and consistency.
- Produced digital content aligned with SEO best practices to support online visibility and customer discovery.
- Collaborated with marketing and customer service teams to address customer concerns, strengthen communication, and improve overall customer experience.
- Contributed to ongoing brand development through creative storytelling, content planning, and audience engagement initiatives.

Marketing Coordinator

June 2023 - May 2024 (1 year)

Supported brand growth and customer engagement initiatives through email marketing, process optimization, technical documentation, and cross-functional creative collaboration.

- Helped refine automated email marketing strategies in collaboration with the Digital Marketing Director, improving customer engagement and campaign effectiveness.
- Assisted in the exploration and integration of AI-driven tools and workflows to support content creation and streamline marketing processes.
- Contributed to the development of the company brand book, including foundational messaging elements such as the Mission Statement, Vision, and Core Values.
- Designed and standardized templates for specification sheets and installation guides to improve consistency, usability, and internal efficiency.
- Collaborated across marketing and creative teams to support branding, digital content, and customer communication initiatives.

Copywriter

September 2016 - June 2023 (6 years 10 months)

Developed foundational expertise in digital copywriting, content organization, and customer engagement while supporting cross-functional marketing initiatives. Promoted within three months in recognition of strong performance and contributions across multiple projects.

- Created and implemented a labeling system for more than 30,000 products, improving catalog organization, content consistency, and product accessibility.
- Supported marketing and multimedia initiatives by collaborating with the Marketing Director and video production team on a variety of creative projects.
- Engaged directly with customers across social media platforms, responding to inquiries, managing reviews, and helping maintain positive brand interactions.
- Assisted with content development and marketing support tasks in a fast-paced eCommerce environment.

MISADVMOM.COM

Writer

March 2010 - Present (16 years 5 months)

I have successfully navigated the journey from a novice blogger to a skilled content creator at MISADVMOM.COM.

- Created and managed digital content for a lifestyle and parenting-focused online brand, developing engaging written and visual content designed to grow audience engagement and strengthen brand identity across web and social platforms.
- Produced blog articles, social media content, promotional materials, and branded messaging focused on parenting, lifestyle topics, and relatable storytelling tailored to an online audience.
- Managed content planning, publishing schedules, and audience interaction while maintaining a consistent and authentic brand voice across multiple digital channels.
- Developed creative marketing assets and social content strategies to increase visibility, encourage community engagement, and support overall brand growth.
- Utilized SEO best practices, trend research, and audience insights to optimize content performance and improve online reach.

GO STUDIOS

Writer/Graphic Designer/Photographer

March 2010 - Present (16 years 5 months)

I have successfully built a creative business from the ground up, focusing on design and photography services.

- Founded and independently managed a multimedia and creative studio focused on digital content creation, brand development, and visual storytelling for online audiences and creative projects.
- Directed all aspects of business operations, including content strategy, marketing, branding, client communication, creative development, and digital campaign execution across web and social platforms.
- Created written and visual content, including branded graphics, promotional materials, social media campaigns, and digital marketing assets designed to strengthen brand identity and increase audience engagement.
- Managed project planning, creative production, publishing schedules, and overall brand direction while maintaining a consistent voice and cohesive visual presence across multiple digital channels.
- Built and maintained the studio's online presence through audience-focused storytelling, creative marketing initiatives, and content strategies designed to improve visibility and support long-term brand growth.

Education

Trinity Valley Community College
Associate, Business Administration