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[angelamarierogers](#) (LinkedIn)

www.misadvmom.com (Blog)

www.gostudios.co/ (Company)

Top Skills

Technical Writing

Creative Writing

Copy Editing

Languages

English (Native or Bilingual)

Spanish (Elementary)

Angela Rogers

Marketing Coordinator | Senior Copywriter | Communications | Sales
| Promotions | Content | Branding | Print | Digital

Mabank, Texas, United States

Summary

I understand the power of storytelling in business and possess a confident ability to write copy with a strong narrative. Developing a unique brand voice and delivering it consistently across a variety of assets ranks at the top of my skills.

✍️ WHAT I BRING TO THE TABLE:

- Carefully craft marketing copy that engages, clicks, and converts but that at the same time is compelling, insightful, and entertaining.
- Invest the necessary time to understand the features and benefits of the products or services, turning complex technical concepts into easy to digest language.
- Always write with my target audience in mind, speaking directly to their needs, describing their current situation and desired outcomes, motivating them to take action.

I am a very creative and dedicated professional, always on time, and willing to go the extra mile to get the work done. My writing is focused and purposeful and I have a tireless commitment to always providing an excellent customer experience.

✍️ SOME OF MY EXECUTIONS:

Articles / Blog Posts

Email Advertising

Video Script / Closed Caption

Product Catalogs

Print Material

Website / Mobile

Graphic Design

Product Descriptions

Presentation Scripts

Experience

1000Bulbs.com

7 years 9 months

Marketing Coordinator

June 2023 - Present (1 year)

Copywriter

September 2016 - Present (7 years 9 months)

This company has given me the chance to continue improving my already existing abilities as well as adding some new ones with the crafting of articles, blog posts, emails, video scripts, and PDF's, among others. I have been in charge of handling different social media platforms like Facebook, Twitter, and Instagram. When customers have questions or responses reviews need to be managed, I am the go to person. My writing includes a technological keyword optimizing element by updating meta content to improve the company's SEO. Whenever the Marketing Director has needed me I am always there to assist, and I have also come to the aid of the head videographer, proving my versatile skill portfolio. Last but not least, I build product pages and write product descriptions/complex technical concepts using easy to understand language and proof/copy write other publishers' work. Some of my accomplishments:

- ⇒ The company wanted to easily print product catalogs. I went ahead and designed a section labeling system to quickly sort ,+ products by type. Moreover, I selected attributes for each section that now sort products out in the catalog itself.
- ⇒ I was originally hired as a web publisher due to my previous blog posts and graphic design experience, but was promoted to copywriter only after because they saw and appreciated my product knowledge, writing skills, and work ethic.

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Writer

March 2010 - Present (14 years 3 months)

I started this blog as a way to keep up with my daughter's milestones and then it took on a life of its own. I perform continuous website management and content writing, while keeping in contact with key sponsors and brand representatives. I deliver thorough product reviews within the set timeframe. When clients request it, I write articles and promote brands on social media (Facebook, Twitter, Instagram, and Pinterest). Because I am a person that

can handle anything thrown at her, I moreover take photos for blog posts and create images for giveaways, communicating with winners and shipping out prizes. My biggest achievement:

⇒ Went from complete blog inexperience to fully master the skill, learning by myself SEO principles, plug-in use, and code manipulation. And because my thirst for new knowledge is non-stopping, I contacted fellow bloggers to further understand networking and giveaway processes.

GO STUDIOS

Writer/Graphic Designer/Photographer

March 2010 - Present (14 years 3 months)

This business venture started out as helping a friend redo her book covers as she was self-publishing to Amazon. Other people viewed the work, liked it, and it has continued to go on ever since. My daily tasks include performing an effective website maintenance (keeping compliance with copy write laws), sorting/selecting stock photos, and designing logos, book covers, websites, and flyers. I also do the photographing of people, places, animals, objects, and any other request. I attend local writers' conventions to promote business, monitoring images, brushes, and fonts used for each commission. Of course, an essential part of the job is to assess customers' needs and expectations in order to provide an excellent customer service.

⇒ I initially possessed very limited photo editing software abilities. Self-taught on all required features.

⇒ Drafted and deployed in-depth client contract agreement to lock in partial payments including all the necessary details on work to be done, required upfront costs, and general timeline of updates.

Education

Trinity Valley Community College

Associate, Business Administration