

# Angela Copeland

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www.AngelaCopeland.com

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## PROFILE

Digital marketing leader with over 8 years of success integrating business and technology at 3 Fortune 500 companies and small businesses. MBA in Marketing and Entrepreneurship.

Strengths in:

- Digital Marketing Strategy
- Search Engine Optimization
- Online Customer Acquisition / Lead Generation
- Search Engine Marketing

## EDUCATION

**Graziadio School of Business and Management, Pepperdine University, Malibu, CA** *Dec 2005*

Master of Business Administration with emphasis in Marketing and Entrepreneurial Management

- Academic scholarship recipient

**Rensselaer Polytechnic Institute, Troy, NY** *May 2001*

B.S. in Computer and Systems Engineering and Studio Arts Minor

- Academic scholarship recipient
- RPI Dean's List and the National Dean's List
- Selected as a Phalanx member, RPI's senior leadership honor society

**Center for Management Research, Boston, MA** *Dec 2010*

Strategies for Enhancing Executive Influence with Professor Gary Orren

## EXPERIENCE

**Digital Marketing Consultant, Copeland Coaching, LLC, Memphis, TN** *Jan 2006 – Present*

*Digital marketing consultant focused on online lead and sales generation*

- Expert in SEO, SEM, and e-mail marketing

**Career Coach, Copeland Coaching, LLC, Memphis, TN and Los Angeles, CA** *Mar 2004-Present*

*Career mentor for recent graduates and seasoned professionals*

- Career coaches MBA students, recent college graduates, and professional job seekers
- Launched CopelandCoaching.com in 2013
- Wrote career advice e-book Breaking the Rules & Getting the Job, published October 2013
- Career Corner columnist for the Memphis Daily News newspaper
- Official career coach for Volunteer Odyssey job seekers program
- Developed and led career self-marketing workshop for Pepperdine University MBA students
- Guest lecturer on topic of personal branding at the Vatel School in Los Angeles
- Recognized by Pepperdine University and Arkansas State University for unique job searching skills

**Vice President, Digital & eCommerce, First Tennessee Bank, Memphis, TN** *Apr 2011 – Dec 2012*

*Digital & eCommerce Group*

- Led Digital & eCommerce team
- Business owner for Mobile Banking, online account opening process, and Retail Online Banking
- Partnered with other teams to drive the execution of the digital roadmap for digital improvements that support the objectives of FTB, while creating the best online customer experience possible
- Led initiatives to increase the volume of new customers that sign up via online channels

**Director of Digital Strategy & Marketing, ServiceMaster, LLC, Memphis, TN** *Oct 2007 – Apr 2011*

*Merry Maids, ServiceMaster Clean, Furniture Medic, and AmeriSpec*

- Executed \$6.9M lead generation plan for Merry Maids, ServiceMaster Clean, Furniture Medic, and AmeriSpec through SEM, SEO, e-mail marketing, site optimization, mobile marketing, and lead aggregator campaigns
- Exceeded Merry Maids new customer lead generation goal by 10% in 2010 resulting in 147K leads
- Digital leads generated result in over 60% of all new Merry Maids corporate sales
- Educated franchise owners about digital through workshops and one-on-one consulting sessions
- Spearheaded a local SEM program to enable franchise owners to purchase incremental online advertising in their local areas; 2010 franchise owner investment was \$2M
- Implemented a Merry Maids customer e-newsletter in 2008. E-mailed 82K customers in 2010.
- Implemented search engine optimization and reputation management campaign for Merry Maids, ServiceMaster Clean, and AmeriSpec
- Negotiated new vendor agreements and managed internet marketing vendor relationships

**Director of Internet Marketing, Memphis Convention & Visitors Bureau** *Sept 2006 – Aug 2007*

*Marketing and Public Relations Department / Technology Team Director*

- Led the Internet marketing and technology team
- Developed web marketing strategy, cultivated executive buy-in, planned budget and timelines, managed relevant vendor relationships, and evaluated program success using web analytics
- Spearheaded all e-commerce initiatives, including MemphisTravel.com, MemphisSoul50.com, MemphisTunica.com, AllMemphisMusic.com, MemphisSportsCouncil.com, and e-mail marketing

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**Internet Marketing Affiliate, Memphis, TN** Jan 2006 – Present

*Online Marketing and Sales via Commission Junction and LinkShare*

- Designed and implemented campaigns to sell products for e-commerce sites, including Zappos.com
- Designed and built sites utilizing skills in UI design, logo design, SEO, usability, and A/B testing
- Created and managed PPC campaigns for Google AdWords, Yahoo, and Bing
- Created viral marketing campaigns using SEO techniques including blogs, articles, and surveys
- Measured successes utilizing web analytics tools including Google Analytics

**Project Manager / Business Analyst, FedEx, Memphis, TN** Jul 2001 – Aug 2004

*Sales Compensation Team and Pricing Projects Management Group – Sales.FedEx.com*

- Project managed and created tech specs for a redesign of Sales.FedEx.com resulting in a 99.9% accuracy rate and a cost savings of \$2M by using an existing internal team and removing a vendor
- Received Fed Ex Bravo Zulu Awards for outstanding contributions

## LEADERSHIP

**Memphis Area Legal Services (MALS), Memphis, TN** 2014

*Board Member / Selected for only non-attorney board position*

**Memphis To Moore Co-Chair, Memphis, TN (MemphisToMoore.org)** 2013

*Created fundraiser with The Westin and RedRover that raised \$34K in 17-days for the Moore Public Schools*

**Top 40 Under 40, Memphis, TN** 2011

*Selected by the Memphis Business Journal as one of the top 40 young professionals in Memphis*

**Seed Hatchery, Memphis, TN** 2012-2013

*Mentor to 2012 Seed Hatchery start-up incubator businesses*

**Krikle CEO, Memphis, TN** 2011-2012

*CEO/Co-Founder of Krikle mobile app business, the first business to win Seed Hatchery investment funding*

**Mpact Memphis, Memphis, TN** 2001-2013

*Board Member / Soul of the City Gala Co-Chair / Founder and Co-Chair, Mvite Memphis Committee*

**Memphis City Gardens, Memphis, TN** 2011-2013

*Board Member / Co-Founder / Marketing Chair of Memphis City Gardens, downtown community garden*

**Leadership Academy, Memphis, TN** 2011-2012

*September 2011 Fellows' Class*

**Downtown Neighborhood Association, Memphis, TN** 2012

*Nominating Committee Member and Special Projects Committee Member*

**Net Impact, Memphis, TN and Malibu, CA** 2005-2008

*Founder and President, Memphis Professional Chapter*

**The California Foundation, CA** 2006

*Vice-President, Board of Directors*

**American Diabetes Association, Memphis, TN** 2002-2004

*Board Member and Volunteer Development Coordinator*

**Rensselaer Photography Club, Troy, NY** 1997-2001

*President of RPI Photography Club*

**Boys & Girls Clubs, Troy, NY** 1998-2001

*Photography teacher – established and taught an after school photography program*

## SPEAKING

**Digital Banking Industry Panelist, BAI Conference** 2011

**Mobile Banking Press Conference Presenter, First Tennessee Bank** 2011

**SEO Workshop, First Tennessee Bank** 2011

**Internet Marketing Workshops, Merry Maids / The ServiceMaster Company** 2008-1011

**New Franchise Owner Training, ServiceMaster Clean** 2010

**Internet Yellow Pages Online Course, ServiceMaster Clean** 2010

**Guest Lecturer, Personal Branding, Vatel School, Los Angeles** 2009-2010

**Marketing Memphis: Top 10 Online Marketing Tips, Memphis CVB** 2007

**Non-Profit Consulting, Pepperdine University Entrepreneurship Forum** 2006

**Marketing Industry Panelist, Pepperdine University Marketing New Ventures Course** 2006

**Career Self Marketing Workshop, Pepperdine University** 2005

## CONSULTING

**The Works Inc.,** Developed digital marketing plan to increase healthy eating habits in the community 2012

**CASA of Memphis,** Design and execution of Facebook PR campaign 2009

**Warehouse Memphis,** Design and execution of Facebook & Twitter social media campaign 2009

**Valeo Design & Marketing,** Business strategy consulting and Internet marketing and sales support 2007

**Memphis In May,** Design and implementation of MySpace online social networking campaign 2007

**Todd Eberhard, M.D.,** Design and implementation of expert witness website 2006

**Tri-Valley Special Olympics,** PM and marketing plan creation, including SEO and web usability 2005