

# Angela Dawn Copeland

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www.AngelaCopeland.com

## PROFILE

Management professional with over 4 years of success integrating business and technology at 3 Fortune 500 companies, utilizing specific strengths in:

- Internet Marketing
- Team Leadership
- Project Management
- Process Improvement

## 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 / Studio Arts Minor / Manufacturing Concentration

- Academic scholarship recipient
- RPI Dean's List and the National Dean's List
- Phalanx, Senior Leadership Honor Society
- Appreciation for Student Leadership at Rensselaer Award

## EXPERIENCE

**Director of Internet Marketing, Memphis Convention & Visitors Bureau** *Sept 2006 - Present*

*Marketing and Public Relations Department / Technology Team Director*

- Manages MemphisTravel.com and MemphisSoul50.com
- Manages vendor and advertiser relationships, including web hosting firms, search advertising organizations, and affiliate marketing advertisers
- Utilizes internet knowledge, analysis skills, and creativity to develop new internet marketing strategies using SEO and SEM
- Grows the Memphis tourism online presence through paid search, viral marketing, online social networking, blogging, and public relations
- Analyze existing strategies and relationships to determine their cost effectiveness

**Independent Professional, Internet Marketing Specialist, Santa Monica, CA** *Jan 2006 - Present*

*Online Marketing, Consulting, and Sales*

- Plans and executes e-marketing campaigns to sell products through internet web sites
- Implements affiliate marketing campaigns using natural and paid search marketing methods
- Utilizes search tools, search engines, and multimedia products including Google AdWords, Yahoo Overture, MSN AdCenter, Microsoft products, PhotoShop, HTML, PHP, and Dreamweaver
- Marketing and technology consultant for internet-related businesses
- Manages direct sales through an eBay store

**Fed Ex, Business Applications Analyst / Project Manager, Memphis, TN** *Jul 2001 - Aug 2004*

*Pricing Projects Management Group and Sales Compensation Team*

- Project managed and created technical specifications for a complete website redesign for the FedEx sales force's internal compensation system resulting in a 99.9% accuracy rating and a cost savings of approximately \$2 M by utilizing an existing internal team and removing an outsourced vendor
- Implemented a software development lifecycle to ISO 9001 standards resulting in positive audit results within 2 quarters of implementation for systems that previously received negative results
- Led weekly cross-function management-level meetings to improve communication and coordination between marketing, sales, and IT teams
- Received Fed Ex Bravo Zulu Awards for outstanding IT contributions
- Selected as Team Lead and volunteer for multiple charity campaigns

**Westinghouse Electric Company, Intern, Madison, PA** *Summer 2000*

*Steam Generator Primary Services and Technology Group*

- Researched and created a highly detailed, user-friendly software installation manual

**General Motors Corporation, Intern, Detroit, MI and Oklahoma City, OK** *Summer 1998 & 1999*

*Quality Engineering Department / Electrical Engineering Development / Software Benches Team*

- Project managed and implemented Cutlass and Malibu improvement projects resulting in an enhanced glove box and more ergonomically correct installation processes
- Performed software and electrical verification resulting in the integration of multiple auto models onto one standard electrical system

## ONLINE MARKETING

Search Engine Optimization, Search Engine Marketing, and Affiliate Marketing, Project management and software development life cycle implementation, user interface design, user interface testing, marketing research, logo design, usability design and testing, copy editing, press release writing, viral marketing, online surveys, web analytics tools

**Think Forward. Be Diverse. Create Success.**

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## TECHNICAL

Google AdWords, Google AdSense, MSN AdCenter, Yahoo Search Marketing / Overture, Commission Junction, LinkShare, Connect Commerce, eBay Store, Café Press, web analytics applications including Google Analytics and StatCounter, customer survey applications including Zoomerang, Director, HTML, PHP, Microsoft Excel, Internet Explorer, Firefox, Netscape Navigator, Microsoft PowerPoint, Microsoft Word, TeamPlay, Windows OS, Apple OS, Adobe Photoshop, SnagIt, Adobe Acrobat, C++, DOS, Fortran 90, Lingo, Logic Works, Maple, Mat Lab, ProEngineer, Qbasic, UNIX, SQL, Macromedia FreeHand, Macromedia Dreamweaver, MS Office

## SPEAKING

**Non-Profit Consulting**, Pepperdine University Entrepreneurship Forum, *March and July 2006*  
**Marketing Industry Panelist**, Pepperdine University Marketing New Ventures Course, *April 2006*  
**Self Marketing Career Workshop**, Pepperdine University, *December 2005*

## CONSULTING

**Todd Eberhard, M.D.**, Independent project, Los Angeles, CA *May 2006*  
Designed and implemented an internet marketing campaign for medical expert witness, Todd Eberhard, MD

**New Information**, Independent project, Los Angeles, CA *Spring 2006*  
Provided technical support for online marketing company

**David DeAngelo Communications**, Independent project, Los Angeles, CA *Spring 2006*  
Provided copyediting support for SingleStylish.com

**Tri-Valley Special Olympics**, Pepperdine team, Los Angeles, CA *Fall 2005*  
Project managed a team creating a marketing plan for the 2006 Superstars for Special Olympics Golf Tournament and advised the Special Olympics of search engine optimization and usability techniques resulting in increased revenues for the Special Olympics

**Karl Strauss Brewing Company**, Pepperdine team, Los Angeles, CA *Summer 2005*  
Developed a sales force management plan, including number of sales reps, account maintenance, training objectives, and sales reports resulting in a formalized management plan and increased structure

**Time Warner Cable**, Pepperdine team, Los Angeles, CA *Spring 2005*  
Designed a marketing plan for Time Warner Cable to increase market penetration and reduce churn in LA

**Pepperdine Counseling Center**, Pepperdine team, Malibu, CA *Summer 2005*  
Created a marketing plan for Counseling Center to increase student awareness and use of the center

## LEADERSHIP

**Net Impact, Memphis, TN** *2005-2007*  
*Founder and President, Memphis Professional Chapter*

- Founded the Memphis NI chapter, a non-profit committed to improving the world by using the power of business to make positive net social, environmental, & economic impact

**The California Foundation, CA** *2006*  
*Vice-President, Board of Directors*

- Steering and advising the start-up non-profit, with a goal of improving public education in CA

**Mpact Memphis, Memphis, TN** *2001-2007*  
*Founder and Co-Chair, Mvite Memphis Committee*

- Integrated and led all new members in the organization by creating and implementing a membership retention program through outreach and event planning efforts
- Received Resolution of Recognition for Extraordinary Effort and Commitment Award

**American Diabetes Association, Memphis, TN** *2002-2004*  
*Leadership Council (Board) Member / Volunteer Development Coordinator*

- Served as youngest ever board member in chapter history charged with leadership in a new role that included increasing awareness and profitability by implementing marketing efforts, securing cash and in-kind donations, and performing volunteer development and recruitment for over 200 volunteers

## AFFILIATIONS

Pepperdine Entrepreneurship Club (04-05), Pepperdine Challenge 4 Charity Committee and Malibu Graduate Business Society (04), Pepperdine Graduate Women in Business (04-05), Hands on Memphis (01-04), Society of Women Engineers (97-05), Rensselaer Photography Club (97-01)

## RELEVENT COURSEWORK

Personal Development for Leadership	Marketing
Leadership and Ethics	Applied Data Analysis
Marketing New Ventures	Quantitative Business Analysis
Marketing Research	Business Plan Writing
Not-for-profit Consulting Seminar	Sales and Sales Force Management
Advertising and Promotion Management	Information Resources and Technology

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