

# Angela Ferdinando

Content Marketing Manager, Project Manager,  
Digital Marketing Specialist, Client Strategist,  
Visual, and UX Designer

## Contact

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## Summary

Seeking a position in content creation, marketing, graphic design, and UX design where I can use my extensive experience to develop content, build, market, and track brand creation and success.

As an independent owner and Content Marketing Manager, Digital Marketing Specialist, Client Strategist, and Project Manager, I understand the value of using marketing tools, social media, and analytics to grow your business by reaching new customers. I strive to lead with my five core values: integrity, honesty, empathy, and individualism.

In addition, I'm currently enrolled in Google's UX Design courses and have completed two courses. I understand the importance of optimizing user experience through usable, equitable, enjoyable, and useful products. My specific interests are focused on a generalist role where I can develop my skill sets in branding, UX writing, visual design, and usability testing.

## Education

**University of Arizona**, Tucson, AZ  
August 2017 - August 2020  
GPA: 3.6/4.0 Cum Laude

B.A. Creative Writing with a minor in Marketing  
from Eller College of Management

**College of DuPage**, DuPage, IL  
Graduated May 2015  
GPA: 3.5/4.0 Honors

Focus on creative writing, psychology, philosophy,  
and early education

## Tools

- **Adobe Creative Suite**
- **Canva**
- **Hootsuite**
- **Schedulicity**
- **WordPress**
- **Elementor**
- **Squarespace**
- **Amazon Seller Central**
- **Dashapp**
- **Loom**
- **Thrive**
- **Wix**
- **Hubspot**
- **Qualtrics/Survey Monkey**
- **Slack**
- **Google Suite**
- **Trello**
- **Google Analytics**
- **Microsoft Word**
- **Microsoft Excel**
- **Microsoft Outlook**
- **Dropbox**
- **Authy**
- **Mac Programs**
- **Base Camp**
- **SPSS**
- **InfusionSoft**
- **Wireframes (XD, Figma)**
- **MailChimp**
- **Helium 10/Jungle Scout**
- **Walmart Seller**
- **Zoom**
- **Shopify**
- **SoundCloud**
- **All Social Sites**

## Experience

**High Spirits Flutes**, Oro Valley, Arizona September 2022- Present  
*Marketing Manager/Director of Marketing*

High Spirits Flutes is a Native American Style flute making company that retails their products globally.

- Manages creative team
- Manages influencers & Musicians
- Creates all graphic design aspects including banners, newsletter graphics, social graphics, musician album covers
- Creates all copy for social, newsletters, graphics, blogs
- Creates weekly & monthly newsletters
- Manages all aspects of social media/content calendar/content creation
- Manages metrics & sales
- In charge of hiring/onboarding/terminating for creative team
- Created 2023 calendar
- Brainstorm & implement new ideas

**Marketplace Velocity**, remote Jan 2022 - March 2022  
*Client Strategist/Project Manager*  
*Digital Marketing Specialist (Project Management Team)* Sep 2021 - Dec 2021

Market Place Velocity is a consulting/advertising agency aimed to help third-party E-commerce sellers boost sales and productivity on Amazon and Walmart.

- Managed client accounts
- Bi-weekly client meetings/email communication
- Delegated tasks to DMS/PSA teams
- Created templates
- Problem solved/ creative/innovated solutions
- Financial sheets/A/B Testing/PPC management/upload listings & catalog
- Inventory uploaders/variation wizard uploaders/Excel uploaders
- Creating FBA shipments

- Oversaw/led projects
- Keyword research/SEO/create optimized content
- Graphic design/website design/A+ content
- Copywriting
- Created SOP's
- Amazon certifications
- Brand & inventory audits
- Financial roadmaps
- On boarding clients
- Trained new employees

**Child Care Success Company**, remote  
Content Marketing Manager

2020 - 2021

Child Care Success Company is a marketing and coaching service that provides early educational leaders with the tools and resources to succeed in their industry. Child Care Success Company's goal is to impact the lives of one million children worldwide.

- Updated WordPress and Infusion Soft campaigns.
- Created content for blogs, books, reports newsletters, IFO's, drip campaigns, sales pages, and website.
- Designed layouts and written content for workbooks.
- Designed and published Facebook Frames.
- Edited and organized content for book publication
- Created graphics and content for quotes and infographics
- Created content, graphics, and schedule for organic social media posts
- Copywriting and ghostwriting

**Cloud 9 Content & Design**, remote  
Owner/Marketing and Design Freelancer and Consultant

2009 - Present

- Managed social media
- Created social media content, graphics, and videos
- Email marketing
- Wrote articles and book reviews on a variety of topics for a blog titled This is Writing
- Wrote product reviews for third-party sellers. Research assistant and content developer to an independent author
- Logo design
- Copywriting/menu
- Business card design
- Created merchandise designs such as greeting cards, t-shirts, and other apparel and accessories. I have sold over two-hundred and fifty products.
- Created Wix product pages and updated Wix website

## Additional Projects/Experience

**Prairie Light Review**, IL  
Marketing Editor and Published Writer

- Planned, budgeted, organized, networked and hosted events including a launch party and a horror writing workshop with famous paranormal author Ophelia Julien
- Published four poems and one short story.

**Sonora Review**, AZ Fall 2019 Interning Assistant Editor for poetry

- Created content such as advertisements using Adobe Creative Suites.
- Gave speeches to large audiences and presented my publications and additional poetry.

**CATS4Critters**, Tucson, AZ  
Volunteer

2018-Present

Created a marketing plan and goals for branding and outreach that included:

- SWOT analysis/data analysis to access brand development
- Advertising strategies
- Social media strategies
- Community outreach