

Angie Walls

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SUMMARY: I am a self-starter and strong writer/editor who specializes in digital and social media, with a strong background of 8+ years in public relations and marketing for most media. Creative and passionate, I possess several skills such as strategic planning, building a competitive social media program from the ground up, enhancing your brand's online reputation, award-winning advertising, nonprofit and association marketing, crisis communications, and crafting a mixed media strategy for maximum impact.

WORK EXPERIENCE

Digital Marketing Specialist, National Student Clearinghouse, Herndon, VA

Aug 2010 – present

- Develop new strategic initiatives to improve brand awareness of the Research Center and our products
- Manage the development of new marketing collateral for our services, including brochures, direct mail, trade show promotion, advertising, and online campaigns
- Lead our social media presence through a robust social media program – managing the editorial calendar and generating daily content, tracking trends, leveraging emerging media tools, developing videos and podcasts, and training for staff/senior management
- Increase social media following and daily engagement through audience profiling and research, competitive analysis, developing partnerships with influencers, and more
- Optimize and “socialize” our Web sites with new content, SEO, and integration with social media
- Write and edit newsletters, articles/columns, fact sheets, talking points, case studies, and other editorial
- Help create new PR strategic plans, build targeted media lists, identify new story opportunities, distributing press releases, and using social media to improve our outreach
- Build the company's first corporate style guide to maintain consistent usage and brand identity

Freelance Writer, All Creative Copy, Fairfax, VA

Nov 2008 – current

- Write daily technology news posts for the [Mocana blog](#)
- Write daily workforce news, secure images, and manage tags/SEO for the [Human Resource blog](#)
- Create new content for an HTML email campaign for Boxwood Technology
- Write travel and food feature articles, provide destination photos, and assist with social media for [Too Shy to Stop Magazine](#), an online publication for readers 18-35
- Cover travel tips and city guides published in [USA Today Travel Tips](#), [Trails.com](#) and more
- Provide fresh content and help rewrite/improve company Web sites for increased traffic
- Consult on press relations, marketing, and social media strategies for various clients

Copywriter, Department of Creative Services, American Society of Travel Agents, Alexandria, VA

Mar 2007- Nov 2008

- Manage editorial calendar, conduct research, and write monthly travel features for [TravelSense](#)
- Write legislative and trade news for [ASTA Dateline](#) newsletter and [ASTAnetwork](#) magazine
- Create new ad and email campaigns promoting membership, education courses, and trade shows
- As in-house PR expert, author press releases and PR materials to increase awareness on government relations events (annual Legislative Day on Capitol Hill) and issues impacting the travel business

- Build our online communities and Members Library to engage our members more frequently online

Writer/Editor, Marketing Department, Capitol Advantage, Fairfax, VA

Jan 2006 - Mar 2007

- Generate new content for print and Web materials for brand marketing and advertising
- As in-house PR expert, write new press releases/fact sheets and support ongoing media outreach and crisis communications
- Interview and write case studies on successful Get Out the Vote and grassroots campaigns
- Write/edit the company's newsletters and articles for external publication (*Roll Call*, *Philanthropy Journal*)
- Support sales and customer service teams by creating new materials to improve product awareness
- Manage fresh content for our main Web sites: www.capitoladvantage.com, www.capwiz.com, www.knowlegis.com, and www.congress.org.

Temporary Copyeditor, National Geographic, Washington, DC (placed by The Boss Group, Inc.)

Dec 2005

- Provide copyediting and proofreading for final production of one of their education publications

Account Coordinator, Energy/Technology Practice, Dittus Communications, Washington, DC

June 2004 - Dec 2005

- Help write and distribute press releases, generate targeted media lists, conduct daily media pitch calls, provide onsite support of press conferences, and interface with energy and technology clients
- Oversee creation and production process (including approvals) for new collateral, including working with our in-house design team, to meet our clients' needs
- Serve as a spokesperson at public events and manage community outreach efforts
- Support new business development, such as research, case studies, and proposals

EDUCATION AND PROFESSIONAL DEVELOPMENT

Non Degree, English, George Mason University, Fairfax, VA, Spring-Fall 2007

Bachelor of Science, English, Missouri State University, Springfield, MO, graduated 2004

AWARDS

2008 Travel Weekly Magellan Awards for creative advertising and Web site work

PROFESSIONAL CERTIFICATIONS

Certificate of Online/Social Media, American Marketing Association, Apr 2011.

Certificate of Social Media, PR News, Feb 2012.

TECHNOLOGY SKILLS

Social Media Channels (Facebook, Twitter, LinkedIn, Google+, etc)

Social Media Tracking Tools (HootSuite, Klout, SocialMention, TweetDeck)

Blogging Tools (WordPress, Blogger)

Public Relations Tools (MyMediaInfo, Bacon's/Cision Media Database)

Google Analytics

Web Content Management Systems

Microsoft Office