

# ANGELA MANZANARES

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## PROFESSIONAL SUMMARY

Hardworking and passionate Marketing Specialist eager to work with top clients and a dynamic company. A natural leader with a strong work ethic, the ability to learn quickly, and a passion to leverage marketing, management, and coaching skills to enhance company performance and culture.

## EDUCATION

Life Coach Institute of Orange County - California / 2019

**Professional Life Coaching Certification**

William Jessup University - California / 2018

**Bachelor of Science:** Psychology

## SKILLS

- Project Management
- Staff Development, Training, and Managing
- Copywriting and Editing
- Website Management
- Funnel-Building, Automations, and Email Marketing
- Social Media Management
- Graphic Design, Canva
- CRM Software Management
- Microsoft Office, Google Workspace
- Excellent Verbal and Written Communication
- Servant-Leadership

## WORK HISTORY

**Office Manager & Marketing Coordinator** / BusinessCoach.com / 12.2019 - Current

- Partner with the CEO to brainstorm strategies to exponentially grow the company
- Create engaging content and sales copy for company's website, blog, and landing pages to boost reach and grow email lists
- Write engaging copy for funnels and email blasts, averaging an open rate of 40% on lists of over 25,000 contacts
- Oversee company's social media manager to ensure audience growth on company's Instagram, Facebook, LinkedIn, TikTok, and Youtube social media platforms
- Research new industry marketing trends
- Recruit, interview, onboard, train, and manage company's interns and employees
- Increased digital product sales by 799% in 3 months by revitalizing company's digital products through editing and redesign
- Utilize various lead-generation platforms to bring in a consistent flow of clients for the company

**Certified Life Coach & Business Owner** / Life Coaching With Angela / 03.2019 - 12.2022

- Empower clients to live with confidence, direction, and purpose through life-coaching sessions and creating online content resources
- Research and implement marketing trends for TikTok, Instagram, and website development for consistent online growth
- Increased online audience by 166% in one month

**Timesheet Processing Facility Agent** / CGI Technologies / 04.2019 - 12.2022

- Processed timesheets and payroll for California Department of Social Services' In-Home Support Services Program, part of a \$285 million enhancement to CMIPS system
- Ranked top 5 fastest processor out of 100-person team

**Social Media Intern** / Moral Revolution / 10.2017 - 10.2019

- Created informative and inspirational posts for organization's Facebook, Instagram, Twitter, and blog pages for audience of over 100K, globally

**Administrative Assistant & Customer Support** / Paula Maita & Co / 05.2012 - 12.2018

- Provided key administrative support to the President of the company
- Improved company's systems for tracking inventory, client follow-up, and scheduling appointments
- Provided excellent customer service to clients via phone, email, and in-person interactions
- Delegated tasks, trained, and collaborated with team members to ensure excellent productivity and results
- Efficiently multitasked by overseeing production, designing graphics according to clients' needs, reporting inventory, and organizing the office space

**Co-Founder and Coordinator** / Sacramento Sisterhood University / 04.2015 - 08.2017

- Assisted in developing a non-profit program from college-aged women in the Greater Sacramento, CA area, designed to encourage young women to thrive in their friendships and purpose
- Spearheaded drafting a Mission Statement and Core Values for the organization
- Recruited and developed a leadership team to expand to multiple chapters in multiple cities
- Coordinated, advertised, and hosted a diverse range of events

## ACCOMPLISHMENTS

- Author of a Personal Development eBook (2020)
- Published Writer, Delight Stories Volume 5 (2018)
- Outstanding Volunteer Award, California State Assembly (2014)
- Citizenship Award, City of Elk Grove (2012)

## REFERENCES

References available upon request