Lacey Clifton-Jensen

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(805) 709-4753 Paso Robles, CA

A lifelong learner seeking a challenge that utilizes technology, creativity, and education. Driven by opportunities to improve myself and others.

PROFESSIONAL EXPERIENCE

Owner - Chicadita LLC | 2009-Current

Serving independent businesses and start-ups as a digital marketing expert and creative development director. Providing full-service solutions in social media marketing, search analysis, website development, content marketing, and search engine optimization (SEO). My versatility for successful brand messaging in digital marketing can be seen across a diverse client portfolio:

- Legal Industry: Website promotion with lead generation through advanced content marketing and digital brand development for boutique law firms.
- Professional Development Industry: Diversity, Equity, Inclusion, and Accessibility (DEIA) design services for synchronous and asynchronous distance learning in educational and government sectors.
- Retail and eCommerce Industry: Establishing presence through a unique selling position for brick-and-mortar locations as well as online. Helping convert leads into customers and customers into brand advocates.
- > Wine Industry: Selling-out events through social media marketing efforts and website promotion for wine organizations.
- Medical Industry: Content marketing, paid ads, social media marketing, and SEO with search analysis services for medical service providers primarily with aesthetic and cosmetic services.

SEO Specialist - Horizon Hobby | 2022-Current

Management of organic marketing efforts through on- and off-site SEO for the Horizon Hobby brand portfolio (15+ websites; 30+ brands) including traffic and search analysis, error identification and website optimization in conjunction with the website development team, blogging and content creation, and organic activity reporting.

Social Media Specialist - Etna Interactive | 2013-2014 Social media marketing training workshops and website promotion services for clients in the aesthetic medical industry.

Marketing Communication Coordinator - NetSuite (Retail Anywhere) | 2011-2013 Developed print and online marketing media campaigns targeting eCommerce and omni-channel retail businesses. Performed audience analyses, managed CRM platforms, and created content for SEO. Assisted with transition from Retail Anywhere SaaS product to NetSuite vertical.

Marketing and Communications Director - MediBid/Route3 | 2009-2011 Presented branding, website development, and sales directions at the launch of the new bidder/seeker portal, MediBid.com. Attended conferences and events, interacted with doctors and hospital clients, trained new staff, and developed international marketing campaigns.

Baby Program Designer and Instructor - S&S International Academy -Hodogaya, Japan - 2006-2008

Designed a new program for early childhood education from 4-months through 30-months of age. Created curriculum for fine arts and taught Shakespeare to children over the age of 6 years.

Professional Theatre Experience - Various | 2005-2013 Stage management; Set construction; Performance; Instruction

ACHIEVEMENTS

Rotarian of the Year, Paso Robles Rotary Club, 2019-20

California State DAR 1st Place, Outstanding Use of a Computer (Under 60)

LinkedIn Top 10% Most Viewed Profiles

Department Graduate of the Year, Old Dominion University

Department Faculty Award of Excellence, Old Dominion University

Who's Who Among American Colleges and Universities 2004-2005

Best and Brightest Nominee, Old Dominion University

International Honour Society, Golden Key Federation

Collegiate Honor Society, Phi Kappa Phi

Dean's List, Old Dominion University

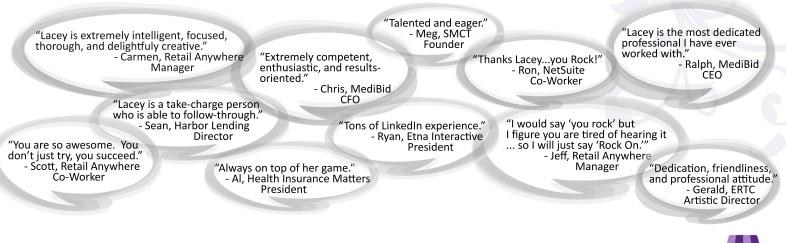
National Dean's List

Outstanding Student Award, Ventura County Community College

Fine Arts Award Regional Finalist, Bank of America

More available upon request.

Lacey Clifton-Jensen



Read more testimonials on Google My Business: bit.ly/pasochica

VOLUNTEER EXPERIENCE

Website, Branding, & PR Director - Rotary Club of Paso Robles | 2020-Current

Management of website, branding, and PR for a 100-year-old Rotary Club to keep them at an award-winning status for their size. Additional marketing support for the Winemakers' Cookoff, an event in its 25th year that raises enough to give over \$95,000 in local scholarships in 2024 alone.

Guest Instructor - SCORE Association | 2014-Current

Conduct monthly workshops for small businesses owners in-person and online. Topics include social media marketing, SEO, brand advocacy, analytics, paid advertising, content creation, and website development.

Marketing and Communications Director - Pets Are Worth Saving, Japan | 2007-2008

Coordinated marketing and PR efforts in print and digital media for animal shelter programs including animal adoptions and orphaned neonatal kitten fostering. Established annual fundraising banquets with silent auctions.

EDUCATION

Old Dominion University MSEd, Instructional Design and Technology

Cuesta College Business Coursework

Central Texas College Early Childhood Education Coursework

Old Dominion University BA, Summa Cum Laude Major: Theatre Arts (production) Minor: English (dramatic literature)

Ventura Community College AA, Honors Major: Theater Arts AA, Honors Major: Liberal Arts

PERSONALITY

Organizational – Leader – Patient Proactive – Dedicated – Ethical

AREAS OF EXPERTISE

Search Engine Optimization (SEO) Digital Marketing and Strategy Social Media Marketing Organic Search Google Analytics and Webmaster Tools Needs Assessment and Audience Analysis Workshops and Public Speaking Content Management Systems E-mail Marketing Website Promotion Content Creation Theatre Production

EXTRAS

Google Analytics 4 Certification 2023 Preparing Future Professional Certificate 2018 AECT International Convention Presenter: *Knowledge construction in microblogging-based learning environments* 2017 HootSuite Certified Professional 2013 NetSuite SuiteAnalytics Certified 2012