

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

More available upon request.

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

Lacey Clifton-Jensen

"Lacey is extremely intelligent, focused, thorough, and delightfully creative."

- Carmen, Retail Anywhere Manager

"Extremely competent, enthusiastic, and results-oriented."

- Chris, MediBid CFO

"Talented and eager."

- Meg, SMCT Founder

"Thanks Lacey...you Rock!"

- Ron, NetSuite Co-Worker

"Lacey is the most dedicated professional I have ever worked with."

- Ralph, MediBid CEO

"Lacey is a take-charge person who is able to follow-through."

- Sean, Harbor Lending Director

"Tons of LinkedIn experience."

- Ryan, Etna Interactive President

"I would say 'you rock' but I figure you are tired of hearing it ... so I will just say 'Rock On.'"

- Jeff, Retail Anywhere Manager

"You are so awesome. You don't just try, you succeed."

- Scott, Retail Anywhere Co-Worker

"Always on top of her game."

- Al, Health Insurance Matters President

"Dedication, friendliness, and professional attitude."

- Gerald, ERTC Artistic Director

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