

# ANGELEE FIELD

10 Wood Creek Place, Pleasant Hill, CA 94523  
[angeleefield@gmail.com](mailto:angeleefield@gmail.com) • (925) 595-5071

10+ years of demonstrated excellence as an interactive media manager and marketing professional. Proven track record of developing team relationships and utilizing diverse knowledge, resources, and communication skills to achieve goals. Recognized as self-starter with impeccable attention to detail and creative problem solving abilities.

## **WEB CONTENT & SOCIAL MEDIA**

### **Tightrope Interactive: Content & Social Media Manager**

June 2011 – October 2015

- Developed content and social media strategies for tech products; produced content for 250+ websites, landing pages, email campaigns, and blogs marketing education, software, games, and recipes.
- Launched and managed social media communities for 25+ products and brands; curated content daily resulting in Facebook and Twitter communities as large as 60,000 users and increased organic traffic by 5%.
- Optimized content and user experience for SEO and SEM needs; utilized performance data, A/B testing, and SEO tools to improve conversion performance for products by 15% on average and user engagement up to 33%.
- Supported marketing teams by producing trade show booths, marketing presentations, and sales collateral.
- Managed junior copywriters and freelance writers; provided guidance and art direction to designers.

### **The Oakland Tribune: Copy Editor & Page Designer**

April 2004 - March 2007

- Designed front page and local community section layout for daily newspaper with circulation of 200,000.
- Converted print newspaper to Internet format; edited articles and photos, and uploaded breaking news updates.
- Promoted to assistant leadership position in record time due to proven ability with advanced layouts and good judgment in handling high-profile or culturally-sensitive news stories.

## **MARKETING & CLIENT SERVICES**

### **Fairmont Hotels & Resorts**

August 2008 – May 2011

#### Food & Beverage Assistant Manager

- Supervised operations and employees in the production of a daily Continental breakfast and private events.
- Managed In-Residence Dining from neighboring restaurants, ensuring proper standards of quality and service; resolved problems with logistics and revamped program to meet guest expectations of Fairmont Hotels.

#### Concierge Supervisor

- Planned guest itineraries using intimate knowledge of culinary and tourism industry; made dining or activity reservations, arranged transportation and out-of-town tours, and executed private events as requested.
- Provided excellent customer service; improved property-wide standards through leadership and training of staff.

### **Cakework: Assistant**

May 2008 - May 2009

- Facilitated the weekly creation of up to 10 custom-designed cakes; managed business operations, scheduled and made deliveries, and developed vendor and customer relationships.
- Attended marketing functions, maintained company website, and launched social media accounts to promote sales.

### **Noe Valley Bakery: Baker & Cake Decorator**

May 2007 - May 2008

- Created pastries, cookies, cakes, tarts, and seasonal items to supply a 400-cover daily bakery and catered events.
- Maintained inventory of ingredients, ordered supplies, projected usage, and ensured daily demands were met.

## **SKILLS & EDUCATION**

### **University of California, Berkeley**, Bachelor of Arts, Political Science; 2003

Daily Californian, Gamma Phi Beta International Sorority

- Skilled in PC and Mac OS, Microsoft Office Suite, Adobe Creative Suite, Photoshop Elements.
- Proficient in WordPress, CMS, Drupal, and Mailchimp platforms; working knowledge of HTML and CSS.
- Experienced with Agile/ Scrum project management, Web analytics tools, and Google AdWords.