

SUMMARY

Business Consultant providing full end to end project management including multi facettted technology based specs to help your business or organization reach it's goals. I am an expert at planning, designing, implementing, and executing modern tech strategies for success in government or private sector projects.

CERTIFICATIONS/NAICS CODES:

- ◆ SBA-Certified Economically Disadvantaged Women-Owned (EDWOSB)
- ◆ Certified Maryland Small Business Reserve (SBR), #SB26-098815
- ◆ Certified Prince Georges County Based Small Business (CBSB) CBSB-26-1725
- ◆ SBA-Certified Women-Owned (WOSB)
- ◆ NAICS CODES: 541890, 541870, 541511, 541611, 541810, 541613, 541430, 541990, 541512, 541519, 561110, 561920, 611430, 611710, 541618, 711510, 812990, 541860

SKILLS & EXPERTISE

- Social Media Videos
 - Digital Marketing & Advertising
 - Email & Text Marketing
 - Selling Online/Sales Training
 - Lead Collection
 - Text & Email Marketing
 - AI-All Kinds
 - Video Editing
- Fixing Tech Problems
 - Social Media Ads
 - CRM Software
 - Websites, Funnels
 - Custom Software
 - Automations/Workflows
 - Go Highlevel, GHL
 - Database Design
- SEO & SEM
 - Google Analytics & Heatmaps
 - Google Best Practices
 - End to End Project Management
 - Events/Tech Based Initiatives/Projects
 - Strategy & Business Logic
 - Graphics & Video editing
 - Dashboards, Reports & Analytics

PROFESSIONAL EXPERIENCE

LorettaLancaster.com Bowie, MD
Digital Marketing & Social Media Business Consultation & Project Management (2023-present)

- Performed the tasks listed above in addition to:
- Increasing awareness & consideration (organic social media & paid ads)
 - Website optimization with funnels & landing pages (Seo, Sem)
 - Lead creation with website opt-in for text & email marketing
 - Optimize website/funnel for user product/price evaluation
 - Boost customer intent & purchase (email & text marketing)
 - Optimize repeat purchase (email & text Marketing)
 - Analyze results with Google Analytics, heatmaps & session recordings

www.LitCurls.com Bowie, MD
E-commerce business (2020-2023 Closed)
Performed the tasks listed above plus.

- Optimizing & Analyzing for online sales
- I make social media organic content for sales & leads
- Update and optimize for current digital trends and social media best practices

School Portrait Factory Fort Washington, MD
E-commerce business (1997-2019 Closed due to covid)

- Performed the tasks listed above in addition to:
- Professional Photography, Graphic Design, Videos
 - Sales & Marketing
 - Database & software design

EDUCATION

North Carolina Central University Durham, North Carolina-Studied Business
University Of Maryland Eastern Shore Princess Anne, Maryland-Studied Business
Advanced Self Education-Database, Social Media, SEO, Sales, Marketing, Advertising, Modern Business Logic & Practice, UX, UX, Custom Software, CRM, Sales Training, Graphics, Video, Technology Systems