

LIANA STOLTZFUS

DIGITAL MARKETING & WEBSITE COORDINATOR

📍 Earleville, MD | 📞 443-350-1759 | ✉️ lianastoltzfus07@gmail.com | Portfolio: lianastoltzfus.com/website



PROFESSIONAL SUMMARY

Digital marketing and website professional with hands-on experience creating and managing websites, landing pages, digital content, email campaigns, and CRM systems for small businesses and client brands. Experienced in HighLevel and GoDaddy, with familiarity in WordPress, and skilled in translating business goals into clean, user-friendly digital experiences. Strong background in website structure, content development, brand messaging, lead generation, project coordination, and client communication. Quick to learn new platforms and comfortable managing website projects from initial concept through revisions and launch.



CORE COMPETENCIES

- Website Development
- Website Content Management
- Digital Marketing
- Landing Pages & Funnels
- UX & Site Structure
- Website Copywriting
- CRM Management
- Email Marketing
- SEO Fundamentals
- Project Coordination
- Direct Client Communication
- Client Facing



PROFESSIONAL EXPERIENCE

MARKETING & OPERATIONS COORDINATOR
Podvantage

March 2024 – Present

- Design, build, and manage websites and landing pages for client brands using HighLevel and other website platforms, taking projects from initial concept through revisions and launch.
- Develop website structure, navigation, page layouts, calls-to-action, forms, and customer journeys to create clear and user-friendly digital experiences.
- Write and refine website copy to communicate client services, brand positioning, and offers in a clear and engaging way.
- Collaborate directly with clients to gather requirements, organize content, incorporate feedback, and translate business goals into functional website experiences.
- Create and manage digital marketing assets, including landing pages, email campaigns, forms, CRM workflows, and lead-generation systems.
- Maintain and update website content while ensuring consistency across messaging, branding, imagery, and page design.
- Coordinate multiple client marketing projects simultaneously using ClickUp, HighLevel, and internal systems while managing deadlines, revisions, and deliverables.
- Support broader digital marketing initiatives including email marketing, content management, CRM organization, and campaign execution.

REALTOR*

Keller Williams Empower | CCL Team

April 2026 – August 2026

- Developed marketing strategies and digital content to promote listings and generate buyer interest.
- Managed client communications, scheduling, documentation, and follow-up throughout the transaction process.
- Conducted market research while managing multiple client relationships and competing priorities.



EDUCATION

CECIL COLLEGE
Business Marketing Coursework
Dean's List
2025

REAL ESTATE LICENSE
State of Delaware



TECHNICAL SKILLS

- **Website & CMS:** HighLevel, GoDaddy, WordPress
- **Marketing:** Email Marketing, SEO Fundamentals, Social Media Management, Digital Content
- **Design:** Canva, Website Layout & Content Design
- **CRM & Operations:** HighLevel CRM, ClickUp, Workflow Management
- **Productivity:** Google Workspace, Microsoft Office Suite, Zoom



CERTIFICATIONS

- HighLevel CRM Certification
- Udemy SEO Course Certification