LIANA STOLTZFUS

WEBSITE, MARKETING & OPERATIONS PROFESSIONAL

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

PROFESSIONAL SUMMARY

Website, marketing, and operations professional with hands-on experience building and managing websites, developing website copy and strategy, executing email marketing, creating automations, and supporting digital marketing initiatives. Experienced in direct client management, project coordination, customer support, scheduling, data processing, quality assurance, and SOP development. Skilled at managing multiple client projects from strategy through execution while maintaining clear communication, organized systems, and a strong attention to detail.

CORE COMPETENCIES

- Website Development
- Website Strategy
- Website Copywriting
- Email Marketing
- Data Processing & Entry
- Marketing Automation
- Client Account Management
- Client Strategy
- Project Coordination
- Scheduling & Coordination
- Customer Support
- CRM Management
- Quality Assurance (QA)
- SOP Development
- Workflow Optimization

PROFESSIONAL EXPERIENCE

MARKETING & OPERATIONS COORDINATOR
Podvantage

March 2024 – Present

- Build and manage client websites and landing pages, including page structure, website copy, content organization, forms, calls to action, and overall user experience.
- Develop website strategy based on client goals, brand positioning, target audiences, and desired customer journeys.
- Write and edit website copy to clearly communicate client services, positioning, offers, and calls to action.
- Configure and connect website forms, CRM workflows, email campaigns, and marketing automations to support lead generation and follow-up.
- Plan and execute email marketing initiatives, including campaign setup, content, audience management, automation, and quality assurance.
- Serve as a direct point of contact for clients, managing communication, project updates, strategy discussions, requests, and deliverables.
- Coordinate client projects, scheduling, meetings, deadlines, and internal workflows across multiple accounts simultaneously.
- Manage podcast outreach and scheduling on behalf of clients, communicating directly with podcast hosts and coordinating interviews from initial outreach through booking.
- Provide ongoing customer and client support by answering questions, troubleshooting issues, coordinating solutions, and maintaining proactive communication.
- Process and maintain client, lead, podcast, and campaign data across CRM systems, spreadsheets, ClickUp, and internal databases.
- Perform quality assurance across websites, marketing materials, CRM data, email campaigns, and client deliverables to ensure accuracy and functionality before launch.
- Create, document, and maintain standard operating procedures (SOPs) to improve workflow consistency, training, and operational efficiency.
- Manage CRM records, pipelines, tasks, contact information, scheduling, and workflow organization across multiple client accounts.

REALTOR*
Keller Williams Empower | CCL Team

April 2026 – August 2026

- Managed direct client relationships throughout the home-buying process, providing responsive communication, customer support, and ongoing coordination.
- Coordinated appointments, documentation, transaction timelines, client follow-up, and communication between multiple parties.
- Conducted market and property research to identify opportunities aligned with individual client needs.
- Developed marketing strategies for properties while managing multiple clients and priorities simultaneously.

EDUCATION

CECIL COLLEGE
Business Marketing Coursework
Dean's List
2025

REAL ESTATE LICENSE
State of Delaware

TECHNICAL SKILLS

- **Web & CRM:** HighLevel CRM, Website Builders/CMS, GoDaddy, WordPress, Landing Pages, Forms & Integrations
- **Marketing:** Email Marketing, Marketing Automation, SEO, Website Copywriting, Digital Content
- **Operations:** ClickUp, CRM Management, Data Entry & Processing, QA, SOP Development, Calendar Management
- **Business Tools:** Google Workspace, Microsoft Office Suite, Canva, Zoom

CERTIFICATIONS

- HighLevel CRM Certification
- Udemy SEO Course Certification