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| **4022 E. Alta Vista Rd.**  **Phoenix, AZ 85042**  **(866) 651-3073**  **(602) 454-9408** |  | [**www.rjsinternetmarketing.com**](http://www.rjsinternetmarketing.com/)  [**Rita@rjsinternetmarketing.com**](mailto:Rita@rjsinternetmarketing.com) |

**RITA J. CARTWRIGHT SOUTHERN, FOUNDER**

**Professional Summary**

Motivated business professional, business development, and social media expert bringing a 14-year career in small business ownership, who quickly masters new concepts and technologies to drive successful businesses. Online marketing specialist with 6 years in the field who specializes in harnessing the power of social media to boost customer engagement in innovative ways. Excels at creating and implementing effective promotions targeting specific audiences.

**Skills**

|  |  |
| --- | --- |
| * Social media engagement * Creative and innovative * Digital marketing * Social media expert * Online and mobile consumer marketing tools * Web 2.0 savvy * Product marketing specialist * Strategic thinker * Organized * Marketing plan development * Advanced MS Office Suite knowledge | * Proofreading * Business writing * Proficient in Adobe CS5 * Excellent communication skills * Website design expert * Internet marketing * Constant Contact * Aweber * MailChimp * Professional and mature * Strong problem solver |

**Work History**

**Founder,** 10/2002 – Present

**RJ’s Internet Marketing Services, LLC** –Phoenix, AZ

* Perform business operations pertaining to the company
  + Bookkeeping
  + Consult with potential clients
  + Create and revise as needed online profile
  + Handle company expenses
  + Income taxes
  + Keep up with industry news
  + Network offline and online with potential clients
  + Sort through and respond to e-mails
* Promote company using Internet marketing
  + Create and maintain web pages
  + Create and maintain blog
  + Create blog posts
  + Create micro-ads for social media networks
  + Set-up and schedule e-mail marketing campaigns
  + Set-up and schedule micro-ads using Hootesuite
* Provide Internet marketing services to entrepreneurs
  + Create and maintain web pages
  + Create and maintain blog
  + Create blog forums
  + Create blog posts
  + Create micro-ads for social media networks
  + Edit videos
  + Layout and publish e-newsletters
  + Promote clients’ blog posts and products through social media marketing
  + Set-up and schedule micro-ads using Hootesuite
  + Set-up and create products for shopping cart
  + Set-up and schedule e-mail marketing campaigns
  + Upload videos to YouTube

**National Executive Management Trainee/Sales Manager,** 02/1999 – 10/2000

**Sears** – Moreno Valley and Oceanside, CA

1. Was the Men’s Department Sales Manager
2. Managed and trained the sales associates in the Men’s Department
3. Analyzed financial reports in order to determine sales plan and set goals
4. Performed various tasks which included interviewing, hiring, scheduling, performance reviews, managing, coaching and developing sales associates using various training tools, strategically organized the sales floor in order to affect sales, ensured that the sales floor was in compliance with all state rules and regulations; for example, pricing accuracy and ADA (American Disability Act), as well as performed various administrative tasks
5. Merchandised department according to presentation/visual standards and company directions
6. Coordinated the process of getting the merchandise to the sales floor, which involved teaming with various departments

**Retail Specialist**, 10/1998 – 01/1999

**Vision Works Entertainment** – San Ramon, CA

1. Set up POP (Point of Purchase) displays
2. Demonstrated various products

**Word Processing Specialist***,*09/1989 – 01/1999

**Arizona State University** – Tempe, AZ

1. Produced and edited documents using various software applications for the Provost’s Office which included correspondences, tables, publications, and mass mailings
2. Created annual publications used by the university
3. Prioritized and organized work-related requests

**Summer Marketing Intern***,*06/1997 – 08/1997

**AirTouch Cellular (Verizon)** – Phoenix, AZ

1. Did comparative shopping in order to update an internal publication used by AirTouch employees in the Southwest. The publication was used as a reference regarding the cell phone market.
2. Was responsible for the creation and production of a customer service survey brochure for the AirTouch Cellular Retail Stores.
3. Created reports based on data results. Store managers use the reports to learn how to better serve their customers.

**Word Processing Specialist***,*11/1986 – 06/1989

**Sun State Savings and Loan Association** – Phoenix, AZ

1. Created and edited documents using various software, which included mass mailings (200+), loan documents, policy and procedures, job descriptions, and general correspondence

**Receptionist**, 07/1985 – 11/1986

**Sun State Savings and Loan Association** – Phoenix, AZ

1. Was responsible for all incoming calls on an extremely busy switchboard
2. Greeted and assisted applicants and customers
3. Performed typing, filing, and copying projects as needed

**Education**

**Bachelor of Science**: Marketing, Minor Spanish:05/1998

**Arizona State University**, Tempe, AZ

Emphasis on Marketing theories; Major GPA 3.8; Overall GPA 3.62 (Magna Cum Laude)

**Internet Marketing – Certificate**: 03/2015

**Art Institute Online Division**

Emphasis on Internet Marketing Strategies; GPA 4.0

**Honors**

1. Duncan Jennings Memorial Scholarship
2. Golden Key National Honor Society

**Additional Information**

Class of 2014 Who's Who among Women in E-commerce

**References**

Available upon request