

Angie Schottmuller

Founder at Interactive Artisan

Minneapolis, MN, US

Interactive Jedi

Biography

Interactive marketing leader skilled at wielding the Force of magnetic content optimized for search, social, conversion and mobile. Over twelve years' multichannel experience in both agency and corporation settings with B2B and B2C companies leading marketing, IT, and cross-functional projects to successful fruition. Adept at harnessing online and emerging technologies to drive tangible results for improving business - lead generation, sales conversion, brand/product advocates, and customer loyalty. Highlights: ? International speaker - SES, SMX, and OMS conferences ? SearchEngineWatch.com expert columnist on SEO, SMO, CRO and mobile ? SEO expert contributor for the SEOmoz 2011 Search Engine Ranking Factors Report ? Record Holder - Article w/ most page views in history of SearchEngineWatch.com ? Record Holder - Article w/ most page views in history of Jay Baer's ConvinceAndConvert.com ? Author of the Art Institutes university major curriculum for online marketing ? Clifton 2.0 Top Strengths: Strategic, Achiever, Futuristic, Relator, Learner

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Internet, Media - Online, Advertising/Marketing

Areas of Expertise

Conversion Optimization, SEO, SMO, Mobile Marketing, Solomo

Affiliations

Search Engine Watch, BestPrep, MIMA, SEOmoz

Event Appearances

iConvert: Mobile Marketing Conversion Optimization Tricks & Tools (Presenter)
SMX Advanced

Landing Page Optimization (Presenter)
SES Conference & Expo

Driving Mobile Traffic: SEO & PPC (Moderator)

SES Conference & Expo

Advanced Mobile Marketing (Moderator)

SES Conference & Expo

Black Hat, White Hat Unconferenced (Host)

SES Conference & Expo

Developing an Integrated Mobile Marketing Strategy (Presenter)

SES Conference & Expo

Google+ Search Your World (Keynote Panelist)

SES Conference & Expo

Search on Mobile Devices (Moderator)

SES Conference & Expo

Strange Encounters of the SEO Kind (Presenter)

SES Conference & Expo

Black Hat, White Hat Unconferenced (Host)

SES Conference & Expo

Mobile Search: The Next Frontier (Presenter)

SES Conference & Expo

The Next Mobile Frontier (Presenter)

SES Conference & Expo

State of the Mobile Barcode (Host/Moderator)

Mobile Monday NY

Mobile Revolution (Presenter)

Online Marketing Summit (OMS)

Smart Mobile Marketing (Presenter)

SES Conference & Expo

Mobile Apps & How They're Revolutionizing Search (Presenter)

Search Marketing Expo (SMX) West

Black Hat, White Hat Unconferenced (Host)

SES Conference & Expo

Smart Mobile Marketing (Moderator)
SES Conference & Expo

Education

University of Wisconsin-Milwaukee - School of Business Administration
Bachelor of Business Administration Management Information Systems

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