

Ebony C. Adams

Founder/Digital Marketer/Copywriter/AI Engineer

Las Vegas, Nevada
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www.theynobebrandmarketing.com

EDUCATION	September 2022-Present	UCLA – Digital Marketing/Creative Writing
	August 2003 – January 2005	ECPI College of Technology – A.A.S. Computer Networking

EXPERIENCE	February 2009-Present	Digital Marketer/SEO Copywriter/AI Engineer <ul style="list-style-type: none">• Format/edit technical manuals, web content, content marketing collateral, email marketing content, and various digital marketing content for startups/small to medium businesses• Identify current marketing trends while leveraging the latest technology to execute effective marketing strategies for various industries of business• Strategically implement conversion driven strategies for B2B, B2C and DTC marketing using AI prompt engineering• Create, develop, test, and evolve digital marketing content to consistently enhance brand awareness and engagement using LLMs, Generative AI, and AI Engineering• Expertise in fine tuning LLMs for chatbot creation used for customer service, e-commerce, training, and technical support• Display working knowledge of best practices for utilizing API interaction, prompt engineering, and Retrieval Augmented Generation• Exceptional attention to detail for enhanced testing and debugging• Expertise in optimizing websites and content for search engines• Experience with paid advertising platforms like Google Ads• Proficiency in managing and growing social media platforms• Ability to create and distribute valuable, engaging content• Exceptional skills in using tools like Google Analytics, HubSpot, or SEMRush to measure campaign performance• Knowledge of email platforms (e.g., Mailchimp, Klaviyo) and nurturing strategies• Proven ability to allocate and manage advertising budgets efficiently• Strong organizational skills and familiarity with tools like Trello, Slack, Asana, and Monday• Knowledge of running experiments to optimize campaigns by utilizing A/B testing
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- Effective communication and coordination with creative and technical teams

RECENT CLIENTS

- Kasasa (Fintech)
- Appulate (Insurtech)
- Deliah Nicole Music (Entertainment)
- Growth is Essential (Personal Brand)

TOP SKILLS

- 20 years of experience working in cross-functional teams
- 15 years of experience in digital marketing and SEO copywriting for B2C, B2B, and DTC
- 4 years of experience in AI Prompt Engineering
- 1 year of management experience (>10 per team)
- Intermediate Python and JavaScript knowledge
- Intermediate knowledge in SEMRush, Hubspot, Salesforce, etc.
- Intermediate knowledge in various LLMs such as ChatGPT, OpenAI, and Microsoft Azure
- SEO Certified
- Certified in Blockchain Technology Management
- Certified AI Prompt Engineer
- Certified in Digital Marketing
- Advanced knowledge in various SaaS and CRM software applications