

# **Angie Schottmuller**

**Founder at Interactive Artisan**

Minneapolis, MN, US

Interactive Jedi

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## **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
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## **Availability**

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

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## **Industry Expertise**

Internet, Media - Online, Advertising/Marketing

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## **Areas of Expertise**

Conversion Optimization, SEO, SMO, Mobile Marketing, Solomo

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## **Affiliations**

MIMA, Search Engine Watch, BestPrep, SEOMoz

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## **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

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## **Education**

**University of Wisconsin-Milwaukee - School of Business Administration**

Bachelor of Business Administration Management Information Systems

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