

erikthomasanson@gmail.com

207-318-6460

San Diego, California
formerly Portland, Maine

Profile Summary

Highly qualified digital marketing strategist with 6+ years of experience in multiple marketing disciplines, search engine marketing (SEM), and event marketing. Proven ability to drive sales and increase brand awareness for a variety of verticals.

Professional Skills

- Advertising
- Brand management
- Media/PR
- Direct marketing
- SEO and Paid Search
- Content creation

Relevant Skills/Toolsets

- Web design (Wordpress)
- Event planning
- Project Management (ClickUp, Notion, Trello)
- Customer/client relations
- ChatGPT and generative AI

Education

Bachelor of Science: *Roger Williams University*

2012-2016

Web Development Major, Business Administration Minor

Work Experience

Head of Growth Marketing: *Ezoic*

2021-2023

- Writing & developing blog content, SEO keyword research & optimization
- Researching concepts & developing content plans for others to assist
- Publishing to web, learning what engages audiences & developing content specific to social media platforms
- Building content strategies, coaching others to scale my strategy & attracting non-paid attention to content & perspectives I crafted

Marketing Administrator: *Creative Office Pavilion*

2019-2020

- Generates proposals, marketing campaigns, and presentations to enhance sales and business development
- Strategically designs email newsletters & social media content for specific target audiences
- Conducts case studies to determine the success of a client's implementation

Marketing Coordinator: *Octane Marketing*

2018- 2019

- Responsible for assisting in digital management of client's monthly direct mail, online video, and Facebook campaigns
- Developed materials for Octane's client pitch, sign-up, and launch process.

Senior Business Development Rep: *Plixer*

2016 - 2018

- Responsible for introducing new clients & companies to our Incident Response System (software)
- Demonstrated technical expertise that translated into new business opportunities and lead to strong sales
- Lead training classes of new BDRs

Interests

- Marketing and content trends
- Managing personal social media presence
- Cars, clothes, cooking, spending time with my 2 dogs