

Erica Larson

TheDigitalCoLab@gmail.com • (509)999-3733 • www.TheDigitalCoLab.com

SUMMARY

A highly motivated marketing professional with a proven track record of developing impactful, strategic, creative, and measurable solutions.

Eager to bring my experience and strategic thinking to a long-term role where I can contribute to growth and profitability.

STRENGTHS

Client Relationships

- Excellent ability to connect and nurture client relationships through clear and proactive communication.

Marketing Strategies

- Adept at developing brand and multichannel strategies to align with business objectives.

Creative Execution & Campaign Management

- Proven track record of creating content, design and managing campaigns from concept to completion, across print and digital channels. From crafting targeted messaging and designing engaging visuals to completing the final media buy or deliverable.

Analytical Thinking

- Proficient in evaluating website analytics and performance metrics to make informed decisions on tactics & delivering reports to clients in an educational and simplified format.

WORK EXPERIENCE

The Digital CoLab

June 2025 - current

Founder / Digital Marketing Strategist

- Conducted market research, keyword research, consumer insights, purchase funnel maps, brand development, SEO optimized website design, local and traditional SEO, paid media, email marketing, and social media content and marketing solutions.
- Led monthly client meetings to review marketing initiatives, analytics, and project status.
- Created proposals, nurtured new business leads, and managed resources (when needed) for clients & projects.

KEOKEE:: Media and Marketing

2022 - 2025

Digital Marketing Manager

- Led monthly meetings and delivered marketing strategies for luxury home remodeling, contractors, interior design, and tourism industries.
- Built tailored lead-generation campaigns, content, landing pages, and on-page / off-page optimization for WordPress websites to boost clicks and rankings.
- Launched and managed targeted paid ad campaigns across Google, Bing, and social media.

The Massage Studio, LLC

2020 - 2022

Co-Founder / Marketing Director

Touch Theory Massage

2014 - 2019

Entrepreneur / Marketing Manager

- Founded and scaled a small business (Touch Theory) into a larger boutique spa (The Massage Studio), overseeing all aspects from initial concept through to its successful sale.
- Established and managed retail operations while leading end-to-end marketing efforts, from brand development and website design to client acquisition and retention strategies. Developed integrated campaigns that spanned community events, email, promotions, and social media.

SMITH.CO, | M.WR | WhiteRunkle & Assoc. 2006 - 2013

Studio Director | Producer

- Executed multi-channel campaigns for national clients in B2B, point-of-sale, direct marketing, packaging, email, product launches, outdoor, events, banner ads, and commercial video categories for brands including AT&T, Motorola, Netflix, Starbucks, and HoopFest.
- Managed resources, timelines, and workflows to keep projects on track and improve efficiency.
- Resolved challenges through strategic problem-solving in high-pressure environments.