



# ERICA LARSON

## CONTACT INFO

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- [TheDigitalColab.com](http://TheDigitalColab.com)

## SKILLS

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- Digital Marketing
- Account Management
- Media Placement
- PPC
- Strategy / Planning
- A/B Testing
- Content Creation
- Data Analysis
- Reporting
- SEO
- Business Development Research & Strategy
- Project Management
- Social Media

## MARKETING TOOLS

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Google Ads. Google Analytics. Google Search Console. Google Tag Manager. Google Data Studio/Looker Studio. Google Trends. Hotjar. Spyfu. Semrush. Meta Ads. Screaming Frog. WordPress. Gravity Forms. Adobe Photoshop. Adobe Illustrator. Adobe Premier Pro. Microsoft Excel. Google Suite. Microsoft Excel. Canva. MailChimp. Constant Contact. ClickUp. Slack.

## MY PROFILE

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I'm excited to find a new role where I can spark fresh ideas, brainstorm with talented teammates, and channel my passion for media and data analytics into something truly impactful.

## WORK EXPERIENCE

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[Find more of my work at www.TheDigitalColab.com/recent-projects](http://www.TheDigitalColab.com/recent-projects)

### **KEOKEE:: Media and Marketing** 2022 - 2025 **Digital Marketing Manager**

Developed and implemented lead-generation strategies for businesses by optimizing WordPress websites, enhancing organic and local SEO rankings through on-page and off-page optimization, and crafting tailored content. Built and managed paid ad campaigns across Google, Bing and social media platforms, focusing on digital marketing strategies for industries including home contracting, interior design, and tourism.

### **THE MESSAGE STUDIO LLC** 2020 - 2022 **Co-Founder / Marketing Manager**

Developed and operated a boutique spa, building the brand from the ground up. Designed website and managed end-to-end marketing initiatives from promotions to customer acquisition and retention.

### **TOUCH THEORY LLC** 2014 - 2019 **Owner-Operator / Marketing Manager**

Established a cooperative wellness studio. Created community events and partnerships. Developed brand identity, collateral, and advertising.

### **SMITH.CO, creative and e-commerce agency** 2011 - 2013 **Producer**

Executed multi-channel marketing campaigns for national and international campaigns in business-to-business, point-of-sale, direct marketing, packaging, email, product launches, outdoor, events, banner ads, and video.

### **WHITERUKLE & ASSOCIATES** 2006 - 2011 **Studio Director**

Managed the agency production studio team and worked closely with account and creative teams to execute national and international campaigns. Expertly managed resources, timelines and streamlined workflows while resolving challenges with strategic problem-solving in high-pressure environments.