


# ERICA LARSON

## CONTACT INFO

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 [509-999-3733](tel:509-999-3733)

 [TheDigitalCoLab@gmail.com](mailto:TheDigitalCoLab@gmail.com)

 [Erica Larson](#)

## SKILLS

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- Client Relationships
- Marketing Strategies
- Project Management
- Research & Planning
- Campaign Optimization & Execution
- Content Creation
- Media Placement (PPC/PPL)
- A/B Testing
- Data Analysis
- Reporting
- SEO
- Business Development
- Social Media Marketing

## SOFTWARE EXPERIENCE

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Google Ads. Google Analytics. Google Search Console. Google Tag Manager. Google Data Studio. Google Trends. GBP. Bing Web Tools. Hotjar. Spyfu. Semrush. Ahrefs. Meta Ads. Screaming Frog. WordPress. Gravity Forms. Shopify. Wix Studio. Adobe Photoshop. Adobe Illustrator. Adobe Indesign. Adobe Premier Pro. Veed. DaVinci, Google Suite. Microsoft Excel. Canva. MailChimp. Constant Contact. ClickUp. Slack. Multiple AI Tools.

## MY PROFILE

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I'm excited to find a position where I can spark innovative ideas and channel my passion for marketing, media, and data analytics into a truly impactful marketing strategies and business solutions.

Explore My Portfolio of Work at [www.TheDigitalCoLab.com](http://www.TheDigitalCoLab.com)

## WORK EXPERIENCE

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### The Digital CoLab June 2025 - current Digital Marketing Strategist

- Develop and execute strategic digital marketing solutions to drive measurable results and maximize client ROI.
- Manage multi-channel campaigns, specializing in website and landing page design, local and traditional SEO, paid media, email marketing, and social content development.
- Launch and manage highly targeted paid advertising campaigns across Google, Bing, and social media platforms.

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

- Spearheaded lead-generation strategies for home builders and remodelers by developing tailored campaign, content and optimizing WordPress websites.
- Drove organic and local SEO growth, increasing clicks and search rankings through comprehensive on-page and off-page optimization.
- Launched and managed highly targeted paid advertising campaigns across Google, Bing, and social media platforms.
- Executed marketing strategies for home contracting, interior design, and tourism industries.

### The Massage Studio, LLC 2020 - 2022 Co-Founder / Marketing Manager

Developed and operated a boutique spa, building the company and brand from initial concept to its successful sale. Managed website design, implementation of retail, and end-to-end marketing initiatives, including promotional campaigns targeted at customer acquisition and retention.

### Touch Theory Massage 2014 - 2019 Owner-Operator / Marketing Manager

Established a cooperative wellness studio. Created the brand identity, collateral, advertising, community partnerships, & events.

### 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 campaigns, product launches, outdoor, events, banner ads, and commercial video.