





ERICA LARSON

CONTACT INFO

-  [509-999-3733](tel:509-999-3733)
-  thedigitalcolab@gmail.com
-  [Erica Larson](#)
-  TheDigitalColab.com

SKILLS

- Digital Marketing
- Strategy / Planning
- A/B Testing
- Content Creation
- Data Analysis
- Reporting
- SEO
- PPC
- Account Management
- Project Management
- Website Design
- Social Media

MARKETING TOOLS

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. Shopify. Wix. Wix Studio. Adobe Photoshop. Adobe Illustrator. Adobe Premier Pro. Microsoft Excel. Google Suite. Microsoft Excel. Canva. MailChimp. Constant Contact. Click Up. Slack.

MY PROFILE

As a digital marketer, for clients and agencies I help develop and implement marketing strategies that align with the client's goals. I'm looking to work with an agency for

WORK EXPERIENCE

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 social media and Google 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.