

# ERICA WHITE

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## CERTIFICATIONS

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- Marketing Tools: Digital Marketing Tools and Services** LinkedIn Learning November 2021
- Successfully navigate top digital marketing platforms to maximize value out of campaigns
- Advertising on LinkedIn** LinkedIn Learning January 2022
- Execute 17 LinkedIn ad campaigns with strategic targeting and manage a \$26,000+ ad budget

## WORK EXPERIENCE

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**Zimmer Biomet** Remote October 2022 – Current

*Digital Marketing Specialist*

- Design landing pages in Adobe Experience Manager and track user conversions in Google Analytics
- Introduce cross-domain tracking of the full user journey in event campaigns between zimmerbiomet.com and Cvents registrations
- Optimize a ROSA Robotics campaign landing page that resulted in an increased user average engagement time of 19 seconds and 66 video completions
- Generate 22,000+ new organic website users across 10 web pages | search engine optimized with rich long-tail keywords, metadata, and competitive analysis

**LogicialisUS** Remote February 2021 – October 2022

*Social Media Marketing Assistant*

- Worked cross-functionally with agencies on media project completion
- Carried the digital presences of 3 executives by ghost-posting twice weekly for each
- Trained 120+ legacy employees on social media best practices and LinkedIn profile optimization
- Executed 2 customer case study videos by interviewing internal stakeholders and producing video content
- Increased LinkedIn engagement by 47%, clicks by 112%, followers by 11%, and website traffic by 185% YoY

**AdvantEdge Healthcare Solutions** Lombard, Illinois October 2020 – December 2020

*Digital Marketing Intern*

- Develop, execute, and measure the success of PPC campaigns
- Implement strategies for landing pages, lead nurturing, and conversion rate
- Shape B2B digital marketing campaigns with CEO by establishing KPIs and reporting performance
- Audit company website design and social media with search engine optimization and usability improvement

**Maverick Paris** Paris, France February 2020 – March 2020

*Web Marketing Intern*

- Conducted market research to blueprint digital campaigns for new audiences
- Created email marketing, content creation, social media ads, display ads, and SEM to increase conversion
- Worked with international clients to launch PPC campaigns in the United Arab Emirates, France, and South Korea

**mHub Chicago** Chicago, Illinois June 2019 – December 2019

*Programs Marketing Intern*

- Supported the development, scheduling, and execution of all programming activities
- Communicated outreach of educational programs externally and internally via media channels to 720+ members

## TECHNICAL SKILLS

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- SEO: Conductor and Semrush
- Marketing Automation Platforms: Mailchimp, HubSpot
- Campaign Management: Google Analytics, Google Ads
- Website Development: Adobe Experience Manager, WordPress
- Video and Creative Content Generation: Canva, Photoshop, and Camtasia
- Social Media Marketing: Facebook, Twitter, LinkedIn, YouTube, and Hootsuite

## EDUCATION

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**University of Illinois at Chicago** College of Business Administration August 2017 – May 2020

**Degree:** Bachelor of Science in Marketing

**Concentration:** Innovation and Product Management **Minor:** International Business

**Overall GPA:** 3.32 / 4.00

**CIEE Open Campus Study Abroad Program** Paris, France January 2020 – March 2020