

ERICA WHITE

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CERTIFICATIONS

- 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

- 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 I search engine optimized with rich long-tail keywords, metadata, and competitive analysis
- LogicalisUS** 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

- 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

University of Illinois at Chicago College of Business Administration
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