

ERIN TODD

SENIOR MARKETING PROFESSIONAL



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PORTFOILIO LINK:

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ABOUT ME

Erin Todd is a seasoned marketing strategist and storyteller with over a decade of experience crafting messages that connect and convert. From enterprise tech and nonprofits, B2B and B2C brands, Erin has partnered with a wide range of clients to shape brand voices, sharpen positioning, and drive meaningful engagement across digital channels.

When she's not building campaigns or optimizing content strategy, you'll likely find Erin exploring the outdoors with her husband and two boys, training for an endurance challenge, getting lost in a good novel, or sipping something citrusy or caffeine-fueled — sometimes both.

EXPERIENCE

SIERRA PEAK CREATIVE

OWNER | DEC 2023 - PRESENT

- Serving small businesses, nonprofits, technology firms, and agencies in with specific short term projects to meet pressing business goals.
- Performed website upgrades, marketing strategies, and content production tailored for client's brand.
- Researched, wrote and SEO optimized articles and website pages to contribute to content strategies.
- Built content calendars including blog content, video scripts, landing pages, and email nurturing as commissioned by clients.
- Developed and managed PPC advertising campaigns to drive lead engagement.

DONORDRIVE

DIGITAL MARKETING MANAGER | 2020 - APR 2022

- Critical executer of Inbound & ABM marketing strategies to sell enterprise-level fundraising platform to Nonprofits, Hospitals, Healthcare & Corporate Philanthropy
- Brand Management - Collaborated with senior leadership on market positioning, competitor battlecards, brand messaging strategy, and executed the plans we developed.
- Product Marketing - Worked closely with the product team and took ownership of marketing directives for new product releases every quarter.
- Website Management - Owned content organization, website updates, & SEO strategy.
- Webinar Production - Produced more than 24 prospect-focused webinars that generated over 10,000 registrations & on-demand replays.
- Digital Content - Created and promoted case studies, blogs, white papers & ebooks in our campaigns.
- Sales Enablement - Crafted sales talk tracks, performed market & product research to arm sales team with insights

DONORDRIVE

INBOUND MARKETING SPECIALIST | NOV 2018 - 2020

- Optimized DonorDrive's website content for better usability & SEO
- Coordinated with content producers to publish blogs, whitepapers, ebooks, videos content on donordrive.com.
- Built and managed ad campaigns to drive leads to events, webinars, and product launches.
- Developed and executed entire social media strategy.

EDUCATION

BACHELOR OF ARTS - MAJOR IN
ENGLISH CREATIVE WRITING
MINOR - JOURNALISM
UNIVERSITY OF CINCINNATI | 2011

CERTIFICATIONS & TRAINING

- Challenger Marketing Foundations eLearning
- Challenger Selling Foundations
- Inbound Certified (2018)
- Inbound Marketing Certified (2018)
- Hubspot Marketing Software (2018)
- Inbound Sales Certified (2018)

TOOLS:

- Salesforce, Hubspot, Mailchimp, Marketo
- Google Analytics, Google Ads
- Photoshop, InDesign, Canva
- Mura, Wordpress, Drupal, Shopify
- Jira, Atlassian Confluence, Notion, Asana
- Zoom Webinar
- Sprout Social, Search Atlas
- Google Suite, Zapier.... and more...

SKILLS

- Brand & Product Positioning
- Website Management
- Website user experience
- SEO and Google analytics
- E-commerce
- Copywriting
- Print design
- Corporate blogging
- Project management
- Photography & photo editing
- Commercial scriptwriting
- Basic html/css
- Email Campaign Deployment

VOLUNTEER

- City Hope Church
 - Stage Production
 - Children's Ministry

MARKETING COMMUNICATIONS SPECIALIST

PDI COMMUNICATION SYSTEMS INC. | FEB 2016 - OCT 2018

- Project managed, designed and provided content for new company website (www.pdiarm.com), e-commerce initiative and for a mobile Sales Toolkit App for PDi.
- Created new product brand concept: "medTV." Targeted to the healthcare market and contributed to the UX design of the product itself.
- Prescribed and deployed Hubspot CRM at PDi to align and track sales and marketing initiatives.
- Designed all print and digital collateral for PDi including magazine ads, spec sheets and tradeshow booths targeted to healthcare market.
- Wrote and co-produced video advertisements.

SOCIAL MEDIA COORDINATOR

CINCINNATI MUSEUM CENTER | MAR 2013 - SEP 2015

- Managed web content (www.cincymuseum.org) and ads for all social media to drive visitors to one of Cincinnati's top attractions.
- From initial strategy, daily execution and monitoring, to performance analytics, I led the social media marketing of special exhibits, such as "The Dead Sea Scrolls," "Diana, A Celebration," "Mummies of the World" and film attractions such as National Geographic's "Jerusalem," "Humpback Whales," "D-Day: Normandy 1944," and more.
- Assisted in the development and online management of the "Yes On 8" campaign resulting in a successful \$180 million county tax levy to restore Union Terminal.

COMMUNITY MANAGER

WEB STRATEGY PLUS | FEB 2012 - 2013

- Managed numerous clients' social media accounts and developed content to reach their marketing goals - including Countryside YMCA, The Salvation Army of Greater Cincinnati, OpDocs, and more.

COMMUNICATIONS ASSISTANT

CENTRAL CLINIC | FEB 2011 - 2012

- Created initial social media strategy & campaigns. Began process of website overhaul to showcase improved content & brand redesign.

EDITORIAL INTERN

F+W MEDIA | FEB 2011 - 2012

- Horticulture Division - managed customer support email; created e-publications; edited product descriptions; and authored one article for the magazine.