

ERICA KRAUSE

DIGITAL MARKETING



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ABOUT ME

I am a great fit for an opportunity to maximize my expertise in creating engaging experiences. I have strong analytical skills and ability to leverage both qualitative and quantitative data to refine content to adhere to voice and style guidelines. I am also proficient in video editing and passionate about expanding access to productivity, efficiency, health, and culture. I am looking to be part of an engaging team that keeps up with current tools, trends and innovation.

EXPERIENCE

Creative Strategist | Remodeler Exclusive | 2023 - Current

- Experimenting with a variety of AI tools for writing, design, sound, and video
- Project management, meeting deadlines with minimal direction
- UX writing, Create value-driven content
- Adhere to established voice, tone, and style guidelines

Marketing Coordinator | SRI International | 2016 - 2023

- Event Marketing: trade show logistics, attendance, public speaking, exhibition design
- Populated content to websites ensuring timely and accurate updates
- Experience in video production and paying attention to video trends.
- Collaborated in marketing efforts across social media platforms.
- Graphic Design
- Copywriting
- Created Standard Operating Procedures (SOP) for brand consistency.
- Conducted periodic audits to maintain content accuracy across different digital channels and platforms.
- Employed an iterative approach for project management to incorporate feedback and achieve content accuracy on digital channels.
- Demonstrated talent for collaboration with cross-departmental stakeholders.

Software Engineer | ASRC Federal | 2015-2016

- Contributed to software solutions of a test tool to improve user experience
- Agile methodologies in software development and testing (Java, C++).
- Technical Writing: I produced technical documentation for end-users, ensuring clarity and accessibility.

Web & Interface Design Intern | Engility Corp. | 2013-2014

- Gathered requirements from engineering team for the continuous improvement of user interface (UI) design for the M777 Howitzer test tool (HTML/CSS).
- Analyzed stakeholder requests and translated data into actionable insights.
- Data-driven recommendations and decision making in product management.
- Collected and analyzed user feedback to continuously improve documentation.

TOOLS & SKILLS

Technical Skills

- Adobe Creative Suite
 - Marketing Copy
 - Video Editing
 - Image Manipulation
- Figma, Product Design
- Web Development
- SEO & Google Analytics
- UX Writing
- ADA Regulation Design
- Social Media
- Canva
- Microsoft 365 Products

Soft Skills

- Written & Verbal Communication
- Editing and Proofreading
- Attention to Detail
- Problem-Solving
- Great Memory
- Willingness to Learn
- Multitasking Ability

EDUCATION

B.S. Computer Science

The College of New Jersey

September 2011 - June 2015

REFERENCE

Sajid Ishaq | previous manager

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Jordan Mamroud | previous manager

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