

ERICA KRAUSE

MARKETING SPECIALIST



+ 973 - 820 - 5798



ekrause65@gmail.com



www.ericakrause.com

About Me

I am a great fit for an opportunity to maximize my campaign marketing strategy expertise, strong analytical skills, eye for consistent branding, adaptability, startup mentality, and organizational skills. I am looking to be part of a high-growth tech company that keeps up with current tools, trends and innovation.

Experience

Marketing Coordinator 2016 - 2022

SRI International

- Demonstrated talent for cross-functional collaboration with diverse teams (scientists/engineers, BD, upper management, content creators, and vendors) in the development and execution of engaging integrated marketing campaigns and technically accurate, high-quality marketing collateral
- Designed and launched mobile-responsive websites employing A/B testing and used Google Analytics to set goals for conversion rate optimization and full funnel campaign strategies
- Conducted market research to identify trends, competitors, and target audiences for strategic growth marketing
- Demonstrated expertise in a diverse array of marketing disciplines, including performance marketing, growth marketing, product marketing, digital marketing, and field/event marketing, while staying accountable for project management, often juggling/multitasking because of overlapping timelines
- Developed project plans for marketing events through research, budgeting, promotion, risk mitigation (ensuring ideal timelines while meeting quality standards), analysis, and reporting KPIs
- Carried out video production through photography, videography, storyboarding, editing, voiceovers, rendering, posting, and thumbnails

Software Engineer 2015-2016

ASRC Federal

- Contributed to software solutions of a test tool to improve user experience
- Agile methodologies in software development and testing (Java, C++)

Web & Interface Design Intern 2013-2014

Engility Corp.

- Gathered requirements 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

Expertise

- Field & Event Marketing
 - Lead Generation, Sales Funnels
 - Nurturing Lead Relationships
 - Logistics, Budgeting, Reporting
- Marketing Campaigns
- Project Management
- Asana, Airtable, Trello
- Hubspot, Salesforce
- Microsoft 365 Products
- Google Workspace
- Adobe Creative Suite
- Social Media Management
- Web Design: Wordpress
- AI Text & Image Generation

Education

B.S. Computer Science
The College of New Jersey
September 2011 - June 2015

Reference

Sajid Ishaq | Director at SRI
(609) 578-9195
sajid.ishaq@sri.com