ERICA KRAUSE
MARKETING COORDINATOR

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About Me

I am a great fit for an opportunity to maximize my technical expertise, analytics experience, eye for design, interpersonal charm, and organizational skills. I am looking to be part of a growth-oriented team that keeps up with current tools, trends and innovation.

Experience

Marketing Coordinator 2016 - 2022

SRI International

- Created, analyzed and adapted email and social media campaigns
- Built responsive web pages to meet visitors' needs and maintain branding
- Generated content for website, social media, signage, and presentations
- Conducted market research to identify trends, competitors, and target audiences for strategic planning
- Collaborated with graphic designers and copywriters to develop marketing materials such as brochures, sales presentations, and promotional items
- Demonstrated expertise in online & event marketing via conferences, trade shows, working group meetings, and webinars
- Carried out video production through photography, videography, storyboarding, editing, voiceovers, rendering, posting, and thumbnails
- Maintained relationships with external businesses to optimize production of marketing materials and services

Software Engineer 2015-2016

ASRC Federal

- Coordinated development of an in-house test tool to improve user experience
- Software testing (Java, C++)

Web & Interface Design Intern 2013-2014

Engility Corp.

- Gathered requirements and created a user interface (UI) design for the M777 Howitzer test tool (HTML/CSS)
- Designed and supported a Microsoft Sharepoint site
- Gathered, reviewed and responded to stakeholder requests

Expertise

- Adobe Creative Suite
  - Graphic Design
  - Photo Editing
  - Video Production
  - Copywriting
  - Marketing Collateral

- Social Media, Hootsuite
- Figma, UX/UI Principles
- Wordpress
- HTML, CSS, JS, React
- Microsoft 365 Products
- Google Workspace
- Survey Monkey
- AI Image Generation
- Trade Shows
  - Logistics
  - Booth Setup
  - Public Speaking & Presentation
  - Reporting, Budgeting
  - Vendor Relationships

Education

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

Reference

Sajid Ishaq | Director at SRI
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sajid.ishaq@sri.com

CodePen:
https://codepen.io/EricaKrause

Design Portfolio:
https://bit.ly/48kW7x1