

Ze'eva (Erica) Krause

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Summary

Detail-oriented Executive Operations professional transitioning into a full Executive Assistant role. Brings a polished background in project management, high-level administrative support, and creative problem-solving. Experienced in managing complex scheduling, documentation, communications, and cross-functional coordination with a calm, solution-oriented approach.

Former Marketing Specialist with strong skills in writing, design, and content production—able to craft clear executive communications, build presentations, and support brand-aligned materials. Adept at synthesizing qualitative and quantitative data, preparing reports, and maintaining organized systems.

Known for exceptional time management, discretion, and ability to anticipate needs. Technically proficient across productivity tools, AI platforms, and creative software. Thrives in fast-paced environments and committed to elevating executive productivity, structure, and clarity.

Technical Skills

- Adobe Creative Suite - video production, photo editing, graphic design
- Figma - web design, UI/UX
- Artificial Intelligence (AI) Tools
- Paid Ads (Meta/Google), Organic Growth (Social Media), SEO & Google Analytics
- Content Management Systems
- Microsoft 365 Products
- Google Workspace

Soft Skills

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

Work Experience

Executive Operations Partner

Jan 2023 – Present

Remodeler Exclusive · Austin, TX

- Owned end-to-end creative production workflows, from sourcing assets to generating AI-enhanced imagery, video, and voiceovers (MidJourney, Sora, ChatGPT, ElevenLabs, etc.). Delivered polished materials that supported leadership, sales, product, and marketing needs.
- Designed, maintained, and updated landing pages and digital assets using Figma and WordPress. Supported executives by preparing clean, on-brand decks, visuals, and copy for internal and external communication.
- Coordinated paid and organic marketing efforts, building ad variations, managing content calendars, and supporting audience targeting and creative optimization. Ensured leadership had clear visibility into performance and next steps.
- Sourced, hired, and managed a hybrid network of freelance editors, designers, and developers. Handled onboarding, contracts, expectations, briefs, and day-to-day communication. Organized all workflows in ClickUp and maintained accurate documentation in Evernote.
- Developed and systematized a streamlined content pipeline using AI tools to support faster turnaround for executive requests, product updates, market tests, and customer-facing media.
- Managed reporting rhythms by consolidating analytics from GA4 and Meta Ads Manager. Produced clean summaries, visuals, and takeaways to support executive decision-making, budget planning, and weekly priorities.

Tool stack: Facebook/Meta Ads, Figma · WordPress · ClickUp · Evernote · Sora AI · Kling AI · MidJourney · ElevenLabs

Marketing Coordinator

SRI International - Princeton, NJ

Feb 2016 – Dec 2022

- Managed day-to-day website updates, app content changes, and digital asset upkeep—ensuring timely, accurate publishing and smooth coordination with internal stakeholders and external vendors.
- Conducted routine audits across websites, apps, and marketing channels; organized findings for leadership and communicated required fixes to developers, designers, and copywriters.
- Supported procurement tasks by sourcing creative vendors, securing quotes, negotiating timelines, and maintaining ongoing communication with agencies, freelancers, and production partners.
- Assisted executives with travel logistics for conferences and events, including flight and hotel booking, transportation, itineraries, ticketing, and on-site schedule coordination.
- Processed expense reports, reconciled receipts, tracked budgets for marketing events, and ensured accurate documentation for accounting and leadership review.
- Provided light calendar support by scheduling internal reviews, vendor calls, content deadlines, and cross-team touchpoints; ensured agendas, prep docs, and assets were ready ahead of time.
- Crafted value-driven marketing content while maintaining voice, tone, and style guidelines; contributed to UX writing for website flows and app interfaces.
- Built SOPs for digital asset management, content workflows, and publishing procedures to streamline cross-functional collaboration.
- Leveraged strong project management skills—meeting deadlines, coordinating reviews, and organizing multi-step deliverables with minimal supervision.
- Participated in video production and content creation initiatives; tracked emerging trends and communicated opportunities to the marketing team.
- Supported social media and email marketing efforts with image manipulation, copy edits, and asset uploads.
- Coordinated and attended 10+ annual marketing events and conferences, handling registrations, travel arrangements, vendor liaison, booth setup, and post-event follow-up.

Tool stack: Adobe Creative Suite, Photoshop, Illustrator, InDesign, Premier Pro, After Effects, Dreamweaver, Muse, Spark, FinalCut Pro, iMovie, Canva, Python, Photography, Videography

Software Engineer

ASRC Federal - Moorestown, NJ

June 2015 - Feb 2016

- Supported the development of internal software tools by contributing to feature testing, documenting usability issues, and relaying improvements to engineering teams to enhance user experience.
- Participated in Agile ceremonies (sprint planning, stand-ups, retros) and collaborated closely with developers working in Java and C++, helping track tasks, ensure follow-through, and maintain organized sprint documentation.
- Created clear end-user technical documentation, step-by-step guides, and UI explanations that made complex tools more accessible to non-technical teams.

- Acted as a communication bridge between engineers, QA testers, and product stakeholders—gathering feedback, clarifying requirements, and ensuring updates were accurately recorded and delivered.
- Assisted with version tracking, documentation updates, and release notes to support smooth software rollouts.
- Gained experience translating technical concepts into structured, easy-to-understand materials—skills now applied to executive communications, SOP creation, and cross-department coordination.

Tool stack: Jira, Rational ClearCase, Java, C++, Qt, MS Office

Web & Interface Design Intern

Engility Corporation - Picatinny Arsenal, Rockaway, NJ

May 2013 - Sept 2014

- Collaborated with engineering teams to gather requirements and support ongoing improvements to the UI of the M777 Howitzer test tool (HTML/CSS), ensuring updates were accurately documented and aligned with user needs.
- Served as a liaison between cross-functional stakeholders—engineering, product, QA, and end-users—by translating technical requests and feedback into clear, actionable next steps.
- Supported data-driven decision-making by organizing stakeholder input, analyzing patterns in user behavior, and presenting insights that informed product and documentation updates.
- Collected, synthesized, and structured user feedback to improve clarity, usability, and completeness of technical documentation.
- Contributed to a continuous improvement workflow by maintaining organized requirements lists, tracking change requests, and ensuring timely follow-through on UI enhancements and documentation revisions.

Tool stack: Sharepoint, HTML, CSS, MS Office

Education

Bachelor of Science in Computer Science 2015

The College of New Jersey - Ewing, NJ