

Erin Free

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Software Facebook Business Manager, Google Ads, Google Analytics GA3 & GA4, Google Tag Manager, Fluency, Microsoft Ads, HubSpot Ticketing, GuideCX, Microsoft Teams, Azure, Sprout Social, BrightLocal, Trello, Moz, SEMrush, Ahrefs, Basecamp, O365, Wordpress, Dropbox, Slack, Skype, Zoom

Experience Digital Marketing Engineer, Driven Data; Automotive Marketing & SaaS; Remote - Feb 2021 - Feb 2022

- Developed, documented, and trained employees on over 50 different marketing processes, technical build outs, and client offerings as the company scaled.
- Worked with development, product, and client success teams to build out additional cross team processes and QA them on a regular basis.
- Worked with dealer inventory feed providers, and internal development teams to troubleshoot and fix regular advertising issues on social media catalog advertising.
- Increased match rate across 50+ dealers by 2.5% month over month during an inventory shortage.
- Worked with the automation system, Fluency, to fix regular system breaks, blueprint errors, and technical issues. Additionally helped leadership build out new offerings using that technology.
- Revamped the agencies entire Google Tag Manager build out. Additionally revamped all dealer conversion build outs to meet best practices.

Occupancy Digital Marketing Manager, Corvias; Property Management; Remote - Nov 2017 - July 2020

- Aided 13 Military installations in increasing family housing occupancy rates to over 95% in under a year by increasing quality lead generation.
- Created and executed 14 monthly resident newsletters with an average open rate of 40% each month.
- Developed & Presented quarterly performance reports for company stakeholders, and monthly performance reports for location leadership.

Digital Marketing Manager, Brasco; Agency; Raleigh, NC - Oct 2016 - Nov 2017

- Using SEO, Google Ads, Social Ads, Content Marketing, and Review Management, I was able to increase agency leads by 150% in less than 9 months.
- Using Google Merchant Center / Shopping ads, SEO, and Google ads, I was able to help a client's revenue increase by 225% in 9 months.
- Managed all clients Google Ads, Facebook Ads, and SEO. Also assisted with account management, email marketing, and social media marketing for clients. Developed & trained on updated processes for the agency related to paid advertising, SEO, and content marketing.

Digital Marketing Assistant, Sprout Media Lab; Agency; Raleigh, NC - Aug 2015 - Sept 2016

- Using local SEO tactics, I was able to help over 50 clients reclaim their online local marketing footprint. Additionally I was able to increase their brand exposure, establish their brand reputation, and bring those brick and mortar companies online.
- Using social media marketing, I was able to help a client win a prestigious fan favorite award on social media.

Digital Coordinator, Webstreak/Sokal Media; Automotive Agency; Cary, NC - Aug 2014 - June 2015

- Maintained 100+ PPC car dealership campaigns at once.
- Developed & trained on quality assurance processes for PPC campaigns for the agency.

Education Lebanon Valley College, Annville, PA - Digital Communications BS, 2014