

# Erin DeCuir

## Digital Marketing Specialist

✉ erin.e.decuir@gmail.com

☎ (337) 298-4173

📍 Estes Park, CO 80517

🌐 linkedin.com/in/erindecuir

🔗 erindecuir.com/portfolio

## EDUCATION

**Southern New Hampshire University**  
Manchester, NH | Graduated May 2020

**Master of Arts: English and Creative Writing**

- Distinguished Scholar Award [given to students with the highest final GPA in their degree program]
- 4.0 GPA

**University of Louisiana at Lafayette**  
Lafayette, LA | Graduated May 2012

**Bachelor of Arts: General Studies**

- Earned a full-ride athletic scholarship [tennis]
- Dean's List [fall semester 2011 and spring semester 2012]

## REFERENCES

**Lauren Pavlish | Former supervisor**  
lpavlish@evrpd.com  
(970) 290-9098

**Darin Barton | Former supervisor**  
darinbarton7@gmail.com  
(818) 665-6512

**Stephanie Stanart | Retainer client**  
steph@sellingsuburbswithsteph  
(630) 797-0846

**Steph Kennedy | Former supervisor**  
stphkennedy@gmail.com  
(310) 614-0690

## SKILLS

- Editing/Proofreading
- Email Communication
- Email Management
- Creative + Design Skills
- Automation Tools
- Content Development
- Project Management

## WORK EXPERIENCE

**Executive Assistant and Project Manager**  
**Ashley June Co.**

Remote | January 2024 - May 2024

- Responsible for managing daily business operations for the owner/CEO (i.e. failed payments, inbox management, overseeing team members)
- Development and execution of organic marketing, launch, email marketing, and podcast strategies
- Led a digital product launch that led to \$81K in revenue and managed an email list of 25k+ subscribers

**Freelance Email Marketing Specialist**

**Self-employed**

Remote | January 2017 - present

- Responsible for developing weekly, value-based email newsletters and managing email lists for small business owners to establish clients as thought leaders in their space
- Averaging an open rate of 70% and a click-through rate of 3-5%
- Primary point of contact for clients, regularly communicating with them to keep them updated on project progress and ongoing work
- Extensive email project management experience, including preparing, composing, and executing email automations, nurture sequences, and/or journeys within ESPs (i.e. Mailchimp), creating visually appealing templates and landing pages, tracking metrics and KPIs, maintaining email best practices, and ensuring spam regulation compliance (i.e. CAN-SPAM, GDPR)

**Graduate Assistant**

**Southern New Hampshire University**

Remote | September 2019 - December 2019

- Acted as an assistant to the instructor in an undergraduate creative writing class
- Assisted the professor with day-to-day responsibilities, activities, and student outreach
- Facilitated discussion and fostered motivation and engagement among students in an online forum
- Identified struggling students and worked 1:1 with them to give support and guidance
- Offered appropriate feedback for various assignments

**General Manager**

**Depot CrossFit (formerly Golden State CrossFit)**

West Los Angeles and Santa Maria, CA | Nov. 2013 - Aug. 2017

- Grew membership base from 70 members to 125 members in one year
- Responsible for marketing and selling monthly memberships, onboarding new members, and all member follow-up and retention
- Developed, wrote, and designed monthly email newsletter (across four gym locations)
- Handled all issues pertaining to care and day-to-day operations of facility
- Coached group classes of up to 25 clients, ensuring their safety
- Launched/coached/programmed kids' fitness program
- Mentored and managed small coaching staff of 5 people
- Oversaw and organized employee scheduling