

Erin DeCuir

Email and CMS Manager

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Hi there! I have been a freelance email and CMS manager for 7 years, and I am looking to take on more part-time work.

I currently work 1:1 with service providers, creative entrepreneurs, TikTok influencers, Instagram personalities, and small business owners in developing and implementing organic content strategies that drive traffic and brand recognition. I specialize in writing, editing, and producing value-based web and email content to establish clients as thought leaders in their space.

I am responsible for organizing client posting schedules and assets using content management tools (i.e. Trello) and building content into content management systems and marketing automation systems (i.e. Squarespace, Kajabi).

I also have extensive email project management experience (and I'm self taught!), including preparing, composing, and executing email workflows, nurture sequences, automations, and/or journeys within email service providers and CRMs, 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).

Some specific areas of accomplishment are:

- Wrote, designed, edited, and built out an online course, resulting in a \$3k launch
- Increased organic website traffic by 50% in one year
- Grew client's email list by 30% with an average open rate of 48%
- Wrote, designed, and delivered weekly email content to audiences of 500+ subscribers
- Helped to boost product sales by 5% in four months

In order to better demonstrate my abilities, I have included my online portfolio with specific examples of projects I've worked on and value-based emails and web content I've written and designed, which you can find here: <https://www.erindecur.com/portfolio>

Best,

Erin DeCuir