

# Erin DeCuir

## Email and Web Designer

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✉ [erin.e.decur@gmail.com](mailto:erin.e.decur@gmail.com)

📞 (337) 298-4173

📍 Estes Park, Colorado

🔗 [erindecur.com/portfolio](http://erindecur.com/portfolio)

🌐 [linkedin.com/in/erindecur/](https://linkedin.com/in/erindecur/)

Hi there! I have been a freelance email and web designer for 6 years.

I currently build websites via drag-and-drop templates (Squarespace, Wix, Canva, Kajabi, etc.) and manage weekly email correspondence for my clients. I work 1:1 with service providers, creative entrepreneurs, TikTok influencers, Instagram personalities, and small business owners, establishing them as the professional in their space.

I 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 70% in one year
- Rewrote and optimized 5+ landing pages, leading to an average increase of 30% landing-page conversion in six months
- Grew client's email list by 300% with an average open rate of 48%
- Wrote, designed, and delivered weekly email content to audiences of 1,000+ subscribers
- Helped to boost product sales by 5% in four months

In order to better demonstrate my writing style, tone, and abilities, I have included [my online portfolio](#) with specific examples of projects I've completed.

Best,  
Erin DeCuir