

Erin DeCuir

Email and Web Designer

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PROFESSIONAL SUMMARY

Autonomous yet communicative with a 6-year history of superior performance in remote environments. Achievement-oriented, versatile email and web designer. Project management experience in a client-facing role, including the ability to manage multiple projects independently and meet deadlines while maintaining high standards for quality and detail with minimal supervision.

SKILLS

- Web Content Writing
- Content Research
- Content Marketing Strategy
- Editing/Proofreading
- Email Communication
- Email Management
- Thought Leadership Strategy
- Grammatical Skills
- Automation Tools
- Landing Page Optimization
- Content Management
- Website Management
- Project Management

WORK EXPERIENCE

Freelance Email and Web Designer

Self-employed

Remote | January 2017 - present

- Devised effective web and email content strategies that increased organic website traffic by 70% in one year and helped to boost product sales by 5% in four months
- Wrote, designed, and delivered weekly email content to audiences of 1,000+ subscribers
- Grew client's email list by 300% with an average open rate of 48% and rewrote and optimized 5+ landing pages, leading to an average increase of 30% landing-page conversion in six months
- Primary point of contact for clients, regularly communicating with them to keep them updated on project progress and ongoing work
- Responsible for organizing client posting schedules and assets using content management tools (i.e. Asana, Trello, Notion), website management, and building content into content management systems and marketing automation systems (i.e. Squarespace, Wix, Canva, Kajabi)
- Analyzing content performance through online tools (i.e. Google Analytics) and email service providers (Mailchimp, Constant Contact, etc.) to inform direction of future content marketing efforts
- Extensive email project management experience, including preparing, composing, and executing email automations, nurture sequences, and/or journeys within ESPs and CRMs (i.e. Active Campaign), 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)

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]

Marketing and Membership 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
- 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
- Responsible for selling monthly memberships, onboarding new members, and all member follow-up and retention via email
- Developed, wrote, and designed monthly email newsletter (across four gym locations)