

Erin DeCuir

Web and Email Content Manager

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Hi there! I have been a (witty, conversational!) freelance web and email content writer, editor, and manager for 6 years.

I currently work 1:1 with service providers, creative entrepreneurs, TikTok influencers, Instagram personalities, and small business owners in developing and implementing 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 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:

- 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
- Wrote 3-5 SEO blog articles a week for a total of 1,000 readers

In order to better demonstrate my writing style, tone, and 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.

Best,
Erin DeCuir