

Erin DeCuir

Email and CMS Manager

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PROFESSIONAL SUMMARY

Autonomous yet communicative with a 7-year history of superior performance in remote environments. Achievement-oriented, versatile email and CMS manager. 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.

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]

WORK EXPERIENCE

Freelance Email and CMS Manager
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 48% 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)
- Responsible for organizing client posting schedules and assets using content management tools (i.e. Trello) and building content into content management systems (i.e. Squarespace)

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
- 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

REFERENCES

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

Steph Kennedy | Former co-worker
stphkennedy@gmail.com
(310) 614-0690

Stephanie Staneart | Retainer client
steph.staneart@yahoo.com
(630) 797-0846

Ted Hwang | Former boss
(661) 733-9608

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

SKILLS

- Editing/Proofreading
- Email Communication
- Email Management
- Thought Leadership Strategy
- Grammatical Skills
- Automation Tools
- Content Development
- Content Management
- CMS Management
- Project Management