

# Erin Levine

(732) 895 3626  
www.exactlyerin.com  
erinclevine@gmail.com

With over 3 years experience within the digital marketing space and the healthcare and pharmaceutical arenas, Erin has learned how to manage teams both internally and externally to guarantee success. Erin prides herself on her ability to remain organized, empathetic, and communicative. She is currently pursuing an HR position that focuses on employee triumphs.

## EXPERIENCE

### **Michael J. Hennessy & Associates, Plainsboro, NJ — Project Coordinator**

SEPTEMBER 2016 - DECEMBER 2016

- Coordinated projects from inception to completion on both digital and print projects.
- Acted as mediator between internal and external teams.
- Lead teams and delegated tasks to each department as necessary.
- Managed budget and revenue as well as billing cadence for each project.
- Provided applicable digital metrics for each digital client within the Specialty Pharmacy Times, Rare Disease Report, Aligned, and Contagion franchises.
- Facilitated the success of webinars and events for my franchises.

### **PCG Companies, Eatontown, NJ — Client Account Manager**

MARCH 2015 - SEPTEMBER 2016

- Managed 20 automotive and non-automotive clients and handled over \$750,000 annually.
- Spearheaded competitive SEO strategies to enhance visibility on Google, encouraging foot traffic to store.
- Lead team and client meetings on a quarterly basis to maintain client satisfaction and retention.
- Worked with clients to maintain their happiness with their digital marketing strategies.
- Tracked campaign traffic within Google Analytics to guarantee clients receive quality clicks.
- Created and interpreted SEO/SEM/Social reports to clients and answering questions.
- Increased social engagement on YouTube by filming weekly videos.

## EDUCATION

### **Montclair State University, Upper Montclair, NJ — BA: Communication**

SEPTEMBER 2008 - JANUARY 2013

Concentration in Public Relations.

Related courses: PR Writing, PR Management, PR Research, Nonverbal Communication, Persuasion.

## SKILLS

Google Analytics, Google Adwords, Conductor Searchlight, Google Business, Yext, Wordpress, Informz  
Windows OS, Mac OSX, Microsoft Office, iWork, Google Suite, Chrome, Firefox  
Facebook, Twitter, Instagram, Snapchat, Pinterest, Reddit, Google+, LinkedIn, Tumblr

## AWARDS/CERTIFICATIONS

**Public Speaking Award, 2010**

**Distinguished Research Report, 2012** Facebook and Perceptions of Modern Friendship

**Cum Laude, 2013**

**Dean's List Recipient, 2008 - 2013**

**Yext, 2015**

**Google Analytics, 2016**

**Google AdWords, 2016**

