

STEVEN ERICKSON



Digital Enablement Manager

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SUMMARY

Proactive digital experience professional with over a decade of success enhancing user journeys for employees and customers at global companies. A skilled project manager adept at leading multiple complex initiatives simultaneously from concept to completion. Leverages a collaborative approach to improve marketing and branding, consistently delivering solutions that drive company growth and elevate employee and customer satisfaction.

TECHNICAL SKILLS

UX Research	Wireframing/Prototyping	Data Analysis	Ai Proficiency	CRM Platforms
Visual Design	Information Architecture	Project Management	Data Strategy	Front-end

PROFESSIONAL EXPERIENCE

Digital Enablement Manager, Lenze Americas	January 2025 - Present
<ul style="list-style-type: none">- Drove digital transformation and process improvement initiatives by researching and implementing new technologies, including AI, to increase operational efficiency and elevate the employee and customer experience.- Played a pivotal role in the selection and implementation of a new service ticketing system, coordinating with international headquarters, third-party consultants, and the vendor to streamline CX workflows and improve issue tracking.- Spearheaded the relaunch of an e-commerce platform by conducting user research, prototyping new features, and developed a strategy for continuous improvement.- Drove digital transformation across departments by identifying process inefficiencies and deploying automation solutions, measurably improving operational speed, data accuracy, and employee experience.	
Digital Experience Manager, Lenze Americas	March 2022 - January 2025
<ul style="list-style-type: none">- Understand customer needs, perform competitive analysis, user testing, and develop insight to aid in the development of the digital customer experience strategy and inform design decisions.- Visualize concepts to represent user journeys, personas, goals, and information models.- Collaborate with key stakeholders to create, implement, and optimize an indirect channel e-commerce strategy and other digital sales strategies.- Assisting with the organization's digital transformation efforts.	
Marketing Programs Specialist, Lenze Americas	July 2018 - March 2022
<ul style="list-style-type: none">- Responsible for identifying, developing, and managing the integrated marketing programs for Lenze's network of distributors.- Developed and executed digital marketing campaigns for lead generation and brand awareness- Led team in Americas market to relaunch e-commerce store.	
Associate Brand Manager, LendingClub	April 2016 - June 2018
<ul style="list-style-type: none">- Gathered industry data and trends to support strategic development of lead generation marketing campaigns- Managed launches and longer-term maintenance of marketing campaigns in various channels- Leveraged internal data, lead primary market research initiatives, and accessed secondary research	
Regional Marketing Coordinator, DENTSPLY Implants	April 2014 - April 2016
<ul style="list-style-type: none">- Organized local educational programs, tradeshow activities and facility tours- Developed targeted marketing collateral for sales reps consistent with the corporate brand- Provided practice development and co-marketing support for key accounts	

EDUCATION

Nanodegree, User Experience, Udacity	April 2020 - June 2020
Three month course covering research fundamentals, prototyping, and analyzing performance of designs.	
Bachelor's Degree - Marketing, Southern New Hampshire University	August 2011 - May 2014
<ul style="list-style-type: none">- GPA: 3.89, Magna Cum Laude- Honor society: Delta Mu Delta	