

# STEVEN M. ERICKSON

Marketing Professional

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*“We are all failures - at least the best of us are.” J.M. Barrie*

Professional marketer and proud tech geek. I am experienced in developing, executing, and analyzing marketing campaigns. I have a versatile skill set in project management, lead generation, market research, and campaign analysis.

## WORK EXPERIENCES

### Marketing Programs Specialist

*Lenze*

July 2018 - Present

Responsible for identifying, developing, and managing the integrated marketing programs that support the development and execution of the North American Sales and Marketing plan. Main focus on development and support of Lenze's large network of distributors.

- Maintained and enhanced key tools for distribution network.
- 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

Managed the lead generation efforts for LendingClub Patient Solution's dental business. 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
- Identified opportunities and recommended new media sources, product, process, and pricing improvements

### Regional Marketing Coordinator

*DENTSPLY Implants*

April 2014 - April 2016

Provided education, co-marketing, and collateral support to 40+ sales representatives for their accounts.

- Organized local educational program, 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

### Associate Marketing Coordinator

*DENTSPLY Implants*

June 2012 - April 2014

Assisted Regional Marketing Coordinators in their efforts to support the sales team.

- Supported local continuing education programs
- Developed custom marketing collateral for key accounts

## SKILLS

### Software

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Microsoft Office

### Languages

HTML  
CSS  
Javascript

## EDUCATION

### B.S. in Marketing

Southern New Hampshire University  
Apr 2011 - May 2014  
3.8 GPA, Magna Cum Laude

## LANGUAGES

English (Native)

*Native*

German

Italian

## INTERESTS

Soccer  
Cycling  
Cooking  
Travelling