

STEVEN M. ERICKSON

DIGITAL EXPERIENCE MANAGER



CONTACT

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SKILLS

Figma

HubSpot

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

HTML/CSS/JavaScript

Brand management

Email marketing

Market research

Digital marketing

Communication

Collaboration

Marketing strategy

German



EDUCATION

April 2020 – July 2020

Nanodegree, User Experience

Udacity

Three month course covering research fundamentals, prototyping, and analyzing performance of designs.

April 2020

UX Design Theory

Udemy

Crash course teaching the difference between UI and UX, creating wireframes and building prototypes with InVision, and reporting user testing results.

2011 - 2014

Bachelor's Degree - Marketing

Southern New Hampshire University

GPA: 3.89, Magna Cum Laude

Honor society: Delta Mu Delta

PROFILE

Highly capable marketing professional with 12+ years experience with B2B companies and a proven track record of successful lead generation, campaign strategy, and utilizing KPIs to drive results, brand identity, and optimizing omnichannel communications. Seeking opportunity to continue achieving and surpassing marketing targets with customer centric strategies.

EXPERIENCE

• Lenze

Uxbridge, MA

• March 2022 – Present

Digital Experience Manager

- 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.

• July 2018 – March 2022

Marketing Programs Specialist

Responsible for identifying, developing, and managing the integrated marketing programs for Lenze's 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.

• LendingClub

Westboro, MA

• April 2016 – June 2018

Associate Brand Manager

- 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

• Dentsply Sirona

Waltham, MA

• April 2014 – April 2016

Regional Marketing Coordinator

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

• April 2012 – April 2014

Associate Marketing Coordinator

Assisted Regional Marketing Coordinators in their marketing efforts.