

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

- 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

- 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

- 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 awareness3
- Led team in Americas market to relaunch e-commerce store.

Associate Brand Manager, LendingClub April 2016 - June 2018

- 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

- 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 Univeristy August 2011 - May 2014

- GPA: 3.89, Magna Cum Laude
- Honor society: Delta Mu Delta