**Eraina Ferguson**

**erainaferguson@gmail.com | 847-644-3580 | Moraga, CA 94575**[**Portfolio**](https://myproductstory.co?utm_source=chatgpt.com) **|** [**Udacity Author**](https://www.udacity.com/blog/author/erainaf?utm_source=chatgpt.com) **| Forbes Feature**

**Professional Summary**

Growth Marketing & Product Leader with 8+ years of experience driving digital growth strategies, ad sales, campaign optimization, and go-to-market launches across tech, education, healthcare, and consumer brands. Skilled in scaling B2B and B2C marketing initiatives, optimizing campaign ROI, and managing cross-functional collaboration with product, engineering, and sales teams. Holder of an AI Product Management Nanodegree, leveraging analytics, SEO, and creative content to grow brand presence and customer engagement. Proven success at Meta, Apple, Udacity, CVS Health, Lever, and TEDx in launching growth initiatives that expand market share and strengthen brand positioning.

**Professional Experience**

**Apple – Growth Marketing & Production Manager (Contract)**  
Cupertino, CA | 03/2025 – 06/2025

* Drove growth-focused production strategies, improving productivity and campaign efficiency.
* Optimized web visibility and digital growth through advanced SEO tactics.
* Managed multiple projects concurrently while streamlining quality control processes.
* Collaborated with cross-functional teams to align growth marketing initiatives with product launches.

**CVS Health Corporation – Field Marketing Manager (Contract)**  
Remote | 04/2024 – 06/2024

* Designed growth marketing strategies that boosted brand awareness and generated leads.
* Optimized digital and social media campaigns to increase online engagement.
* Strengthened sales enablement programs by creating growth-focused marketing assets.
* Oversaw rebranding initiatives to drive higher consumer reach across healthcare campaigns.

**GLU – Senior Growth Marketing Manager**  
12/2022 – 03/2024

* Created growth-oriented marketing collateral, including sales decks and case studies.
* Drove a 30% increase in lead generation through targeted campaign strategies.
* Implemented SEO-driven growth marketing campaigns, increasing web traffic and conversions.
* Trained teams in growth-focused content development and digital optimization.

**Catalant – Senior Product & Growth Content Manager (Contract)**  
04/2023 – 06/2023

* Developed growth-oriented collateral (white papers, one-pagers, sales decks) for enterprise clients.
* Ensured content accuracy and alignment with GTM strategies.
* Increased campaign ROI by 35% by optimizing content distribution across growth channels.

**Lever – Senior Growth Content Specialist (Contract)**  
09/2022 – 02/2023

* Built growth campaigns that increased engagement by 20% and boosted lead generation.
* Drove 25% increase in social engagement by scaling growth-focused content.
* Optimized B2B campaigns and digital assets, delivering measurable growth ROI.

**Meta – Growth Product Content Manager (Contract)**  
04/2022 – 06/2022

* Managed growth campaigns across digital and social platforms, improving engagement by 25%.
* Increased site traffic by 30% and conversions by 20% using A/B testing and KPI analysis.
* Delivered content and messaging that supported growth KPIs and revenue expansion.

**Udacity – Growth Product Marketing Manager**  
04/2021 – 08/2022

* Executed growth marketing campaigns for online learning products.
* Increased lead generation through SEO, content optimization, and targeted campaigns.
* Produced GTM messaging and content supporting new product launches.
* Strengthened collaboration between product, engineering, and marketing teams.

**Olly Olly – Content & Growth Marketing Manager**  
10/2020 – 04/2021

* Designed campaigns to grow brand awareness and drive digital engagement.
* Delivered sales and rebranding strategies aligned with growth KPIs.

**My Good Life – Director of Communications (Growth Marketing Focus)**  
Los Angeles, CA | 01/2015 – 04/2020

* Spearheaded growth-focused communications strategies to expand market reach.
* Conducted research to identify growth opportunities and trends.
* Guided marketing team through organizational change and expansion.

**TED – TEDx Event Curator (Growth Marketing & Fundraising)**  
08/2018 – 04/2024

* Raised and managed $50K annual budget through growth-driven sponsorships.
* Built strong partnerships to sustain event growth and brand impact.
* Created sponsorship decks and impact reports to improve donor retention.

**Education**

* **Udacity** – Post-Graduate Certificate: AI Product Manager
* **Yale University** – M.A., Religion
* **Boston College** – M.A., Education
* **University of Illinois at Chicago** – B.A., Criminal Justice

**Volunteering**

**Yale Alumni Association (2011 – Present)**

* Day of Service Coordinator – Mobilized alumni nationwide for impact projects.
* Social Media Marketing Lead – Expanded digital engagement; featured in Yale Daily News.
* Event Facilitator – Curated virtual alumni events with notable speakers.