

ERICA ROWE

DIGITAL MARKETING MANAGER + PROJECT MANAGEMENT

Digital Marketing and Project Manager with over 10 years of experience in website development, SEO, PPC, and strategic planning. Demonstrates expertise in crafting innovative digital marketing strategies that drive substantial growth and brand engagement. Passionate about leveraging advanced analytical tools like Google Analytics to optimize campaign performance and enhance brand visibility across diverse platforms.

CONTACT

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<https://www.linkedin.com/in/erowe208/>

Goodyear, AZ

SKILLS

Google Analytics & Ads Certifications

Data Analysis and Reporting

Key Decision Making

PPC Campaign Development & Management

SEO Strategy Development & Management

Strategic Planning

High-Level Client Management

PPC Campaign Development & Management

Continuous Learning and Adaptability

Effective Communication & Problem Solving

PORTFOLIOS:

[Digital Marketing](#)

[Website Development PM](#)

EDUCATION

Web Design/Information Technology

University of Phoenix

Comprehensive skill set encompassing web design proficiency, IT knowledge, and adaptability, with a demonstrated ability to integrate technical expertise into enhancing digital marketing strategies.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER + PROJECT MANAGER

The Media Captain | Columbus, Ohio/Remote

2021-Current

- Led digital transformation initiatives across 70+ websites and 4 major clients, driving 55% increase in website traffic (70K+ monthly visitors) and 32-39% growth in conversion volume while maintaining excellent user engagement metrics (33% bounce rate, 2:53 avg. session time)
- Orchestrated comprehensive SEO strategies resulting in 53% improvement in keyword rankings, with 702+ tracked keywords including 208 in top 3 positions, expanding organic search visibility across multiple competitive industries
- Optimized Google Ads campaigns achieving 136% YoY improvement in CTR (8.3%) while reducing CPC by \$2.52, delivering 10%+ conversion rates across markets and generating substantial qualified leads for clients
- Established multi-channel marketing ecosystems integrating websites, Google Business Profiles, increasing Google Business Profile performance by 391% (75K+ views, 7K+ direction requests) by 45% YoY
- Created sophisticated technical integrations including custom CRM connections, secure application systems, and location-based filtering, reducing administrative overhead by 75% while enhancing user experience and conversion pathways

DIGITAL MARKETING MANAGER

Inventive-Group+IWS Sales | Mountain Home, Idaho

2016-2021

- Dramatically increased website traffic by 283% across 6 brands, significantly expanding online visibility and reach
- Reduced bounce rates by an average of 66%, demonstrating improved website engagement and user experience
- Scaled motorcoach sales from 4-5 units annually to over 70 units per year during my tenure, representing a 1,400% increase in sales volume. We even sold one to P!nk and Corey Hart!
- Grew two e-commerce websites (Fish Fighter Products and Razorback Offroad) to generate over \$150,000 in monthly sales, achieving a remarkable 2,600% sales improvement in my 5 year tenure
- Implemented advanced SEO strategies and optimized Google Ads campaigns, consistently driving performance and digital marketing success