

ERICA ROWE

MARKETING & CLIENT EXPERIENCE LEADER

Marketing and operations leader with 10+ years of experience driving revenue growth, optimizing customer journeys, and leading cross-functional teams across digital marketing and website development. Proven track record of improving conversion rates, scaling multi-channel acquisition strategies, and enhancing client experience through data-driven decision-making. Experienced in aligning marketing performance with operational efficiency, team utilization, and business outcomes.

CONTACT

- 208-599-4595
- erowe208@gmail.com
- <https://ericarowe.info/>
- Goodyear, AZ

CORE SKILLS

- Client Experience Optimization
- Marketing Strategy
- Team Leadership
- SEO & PPC Strategy
- Conversion Rate Optimization (CRO)
- Marketing Operations
- Resource & Capacity Planning
- Data Analysis & KPI Tracking
- Budget & ROI Management
- Project Management
- Cross-Functional Leadership

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

MARKETING & DEVELOPMENT OPERATIONS MANAGER

The Media Captain | Columbus, Ohio | Remote 2021-Current

- Oversee 25+ concurrent website and marketing projects, managing full lifecycle from contract through launch while ensuring alignment with client goals and profitability targets
- Lead a hybrid team of 10 designers and developers (FT + freelance), optimizing workload distribution, utilization, and delivery timelines
- Drive 32-39% increases in conversion rates and 55% traffic growth (70K+ monthly visitors) through integrated SEO, PPC, and UX strategies
- Manage full-funnel performance including lead generation, conversion optimization, and campaign ROI, consistently achieving 10%+ conversion rates
- Improved paid media efficiency with 136% increase in CTR and reduced CPC, maximizing return on ad spend
- Developed and enforced a resource allocation model (60/25/15) to maintain scope control and project profitability
- Act as liaison between marketing and development teams, managing a high-volume request queue and prioritizing critical initiatives
- Conduct regular client strategy meetings, improving client satisfaction, retention, and communication transparency
- Analyze payroll, utilization, and production KPIs to guide leadership decisions on budgeting, scaling, and operational efficiency
- Implemented automation and system integrations reducing administrative workload by 75%

DIGITAL MARKETING MANAGER

Inventive-Group+IWS Sales | Mountain Home, Idaho 2016-2021

- Led digital strategy across 6 brands, increasing website traffic by 283% and significantly expanding acquisition channels
- Scaled product sales from 5 to 70+ annually (1,400% growth) by aligning marketing with sales performance
- Grew e-commerce revenue to \$150K/month, achieving 2,600% growth through SEO, PPC, and conversion optimization
- Reduced bounce rates by 66%, improving user engagement and customer experience
- Managed end-to-end campaign strategy, performance tracking, and optimization across all digital channels