



ERIN MIHALIK

MARKETING & DIGITAL MEDIA SPECIALIST

CONTACT

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EDUCATION

M.S. Digital Innovation in Marketing
Temple University | 2021

B.A. Advertising, Art Direction
Temple University | 2016

SKILLS

- Ps Adobe Photoshop
- Ai Adobe Illustrator
- Id Adobe InDesign
- Xd Adobe XD
- W WordPress
- D Drupal
- Q Search Engine Optimization
- .l Google Analytics
- ☛ Salesforce Marketing Cloud
- f Facebook & Ads Manager
- T Twitter & Ads Manager
- @ Instagram
- H Hootsuite
- 📅 Asana & KanbanFlow

AWARDS & CERTIFICATIONS

2022 DIAMOND EXCELLENCE
AWARD NOMINEE

EMAIL & INBOUND MARKETING
HubSpot Academy | 2021-2023

GOOGLE ANALYTICS IQ
Google Digital Academy | 2021-2022

UX DESIGN ESSENTIALS
Udemy | July 2021

EXPERIENCE

MARKETING & DIGITAL MEDIA SPECIALIST

Temple University, University College | 2018-Present

- Strategize, design, execute, and track all print and digital marketing efforts for five offices within University College, targeting customers ranging in age from 14 to elderly; increased enrollments by 6% YOY in 2021.
- Write, build, send, and review all email communications using Salesforce Marketing Cloud; trained staff on using Salesforce Marketing Cloud after transitioning from MyEmma.
- Manage 6 Facebook pages, 3 Twitter accounts, 3 Instagram accounts, and 3 LinkedIn accounts; schedule, post, track, and analyze all social analytics.
- Transitioned core marketing materials from print to online, creating multimedia digital brochures that received 25,964 views in 2020 and 54,213 views in 2021; reduced costs to serve customers by an average of \$36,000 annually.
- Teach small business owners how to build their own website using WordPress; generated \$40,000 in new revenue in 2021.
- Led two cross-departmental teams in the development of two new websites, one for Temple's new Bachelor of General Studies degree and one for Temple's Office of Summer and Pre-college Programs; wrote content, built website frameworks in Drupal, and led implementation with Temple's central marketing team.
- Collaborate regularly with University College leadership to develop and implement marketing strategies.
- Conduct market research to develop and execute new credit and non-credit programs within University college, including the Bachelor of General Studies program and a series of professional development courses for entrepreneurs.

MARKETING & SOCIAL MEDIA COORDINATOR

Focus Pointe Global | 2016-2018

- Redesigned and executed new branding across all company documents, videos, web content, promotional items, and signage.
- Managed and updated website content with industry-related articles, polls, and app developments.
- Managed 19 Facebook pages, 18 Twitter accounts, and 2 Instagram accounts.
- Utilized Facebook Ads Manager to promote focus groups to clients' target demographics.