

WORK EXPERIENCE

OWNER / OPERATOR

Carry Like A Girl, LLC

July 2017 - Present

- Sourcing products from manufactures to sell through eCommerce (carrylikeagirl.com) via drop-shipping; updating inventory and fulfilling orders
- Website design and management with Shopify
- Customer service and problem-solving among supply chain challenges
- Content creation and management of blog, social media and email

SOCIAL MEDIA INTERN FOR PROGRAM

PRODUCER

Good Life 45 (TV Station)

Aug 2015 - Dec 2015

Assisting with the development and implementation of the social media strategy for the television program, Welcome Home.

- Content creation and integration and social media market research
- Launched and managed new social media platforms and campaigns
- Surpassed the goal for Facebook fan growth by the end of the semester. Goal: 10%, Actual: 23.6%
- Increased average daily page engaged users by 10.5%

MARKETING DIRECTOR

The Rental Management Company

Oct 2008 - Oct 2012

Spearheaded this marketing position. Developing and executing print and Digital advertising for all departments. Responsible for project management, copywriting and design. Creating integrated ConstantContact email campaign for Vacation Rental department and training the department to maintain communication with all guests and prospective guests.

- Managing syndicated Internet advertising for Long Term and Vacation Rental departments
- Website design and management
- Launched company Facebook page with listings for 90 vacation rental properties
- Market research and competitive analysis

ARCHITECTURAL RELATIONS REPRESENTATIVE

NuAir Manufacturing Inc.

Nov 2004 - Dec 2005

Developed new marketing position. Researching needs of design professionals and collaborating with NuAir's engineers to create technical CD to aid in the placement of NuAir's products on blueprints, thus exposing them to the end-user. Establishing new relationships with over 300 architects and other design professionals throughout Florida, while cold calling them to influence them to choose NuAir when specifying windows and doors in their building plans.

EDUCATION HISTORY

Masters in Mass Communications with a Specialization in Social Media University of Florida

- Aug 2012 - Dec 2015
- Graduated with distinction, 3.96 GPA
- Hootsuite Certified

BA in International Studies University of South Florida

- Jan 2002 - Dec 2004
- Graduated magna cum laude



Erin Tracy

WEB CONTENT STRATEGIST

📍 Florida

🌐 www.socialerintracy.com

🌐 [linkedin.com/in/erintracyfl](https://www.linkedin.com/in/erintracyfl)

PROFILE

Highly detailed, creative, analytical Website Content Strategist who works well independently, on a team and in virtual environments. Able to meet tight deadlines and balance multiple projects without sacrificing quality. Excellent communicator of innovative ideas.

CORE COMPETENCIES

Metrics - SEO - Web Design - Integrated Digital Marketing

TECHNICAL SKILLS

Adobe Photoshop

HTML / CSS

Shopify

WordPress

Elementor

Excel / Word / PowerPoint

Canva