



Erin Lee

**Personal assistant.
Writer. Marketer.**

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View portfolio:
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EXPERIENCE

Erin's Errands

Owner and Operator

November 2023–Current Job

- ◇ Provides comprehensive personal and virtual assistant services, helping clients manage their daily tasks and increase productivity.
- ◇ Offers marketing and writing services for individuals with brands or small businesses, including web design, email marketing, social media, video production, banners, flyers, and more.
- ◇ Serves as a compassionate and dependable caregiver, offering companionship and in-home assistance with daily tasks.

Rusty Lantern Market

Content and Social Media Manager

February 2023–September 2023

- ◇ Maintained the company website using CMS WordPress.
- ◇ Posted organic and ad content on Meta and Instagram. During the introduction of the online ordering website across the company's network of 26 stores, my Facebook ad campaign accounted for more than 40% of the total online sales generated.
- ◇ Developed and distributed targeted marketing emails.
- ◇ Designed promotional materials such as flyers, banners, stickers, and other signage using Canva and Photoshop.
- ◇ Collaborated with external suppliers to produce signage and supplies for the network.

Des Moines Area Community College (DMACC)

Marketing & Public Relations

Digital Marketing Assistant/Specialist/Coordinator

February 2014–February 2023

- ◇ Maintained the college website and ancillary sites using CMS Sharepoint and coded full websites with HTML and CSS when a CMS wasn't an option. Followed SEO best practices.
- ◇ Redesigned the college's 4000-page website UI/UX, and ancillary sites, and worked with the web team to implement them.
- ◇ Created marketing email schedules, including funnels or drip campaigns, and sent emails to audiences using Constant Contact and Target X under CRM Salesforce.
- ◇ Managed social media by posting regular organic content and placed ads and contests on Meta, X (Twitter), Instagram, Snapchat, TikTok, and LinkedIn, using personas, remarketing pixels, custom audiences, and lead generation.
- ◇ Filmed, edited, hosted, and posted videos to market the college's programs and events.
- ◇ Made animated website banner ads and designed other creative assets using Adobe Illustrator and Photoshop.
- ◇ Designed and placed digital ads on campus TVs.
- ◇ Created weekly creative meeting reports with analysis of benchmarks and KPIs, using Google Analytics and other tools.
- ◇ Did copywriting for emails, social media, and websites.
- ◇ Hired and managed interns. Hired a colleague. Developed relationships with staff, faculty, students, third-party vendors and representatives within the college.
- ◇ Was the school mascot at community events.

EDUCATION

AAS in Graphic & Web Design

Des Moines Area Community College

August 2012–July 2014