

ERICA HAYTON

CONTENT MARKETER & FREELANCE BLOGGER

EXPERIENCE

Erica Hayton, LLC

Content Marketer & Freelance Blogger

2015 - Present

- Work directly with clients to develop content marketing plans that reach business goals and connect with audiences.
- Educate businesses about the power of business blogging and how content fits within a marketing plan.
- Create content that tells stories, shares information, and educates audiences to push website visitors further down the sales funnel.
- Use social media to attract new blog readers and leads.
- Manage EricaHayton.com

The Keynote Group

Marketing & PR Assistant

2014 - 2015

- Assist Marketing & PR Coordinator and VP Marketing in creating, implementing, and maintaining content calendars for clients.
- Write various marketing materials, including blog posts, newsletters, social media posts, email campaigns, and web copy.
- Use MailChimp, InfusionSoft, Adobe InDesign and more to design and manage email marketing campaigns and sales funnels.
- Prioritize due dates, activities, and tasks for entire marketing and sales departments.



CONTACT

 (607) 742 3860

 ericahayton@outlook.com

 www.ericahayton.com

EDUCATION

2010-2014

University of Pittsburgh

B.S.B.A. Marketing

B.A. Nonfiction Writing

Summer 2013

CAPA London

Sigma Sigma Sigma 2013 V.P.

SKILLSET

- Copywriting
- Content Strategy
- SEO
- Wordpress
- Squarespace
- Social Media
- Google Analytics
- Editing & Proofreading
- Business Management
- Basic Coding
- Hubspot Inbound Certified