

Erin Bennett

Phone: 630.440.8054

E-mail: eshp.mktg@gmail.com

LinkedIn Profile: www.linkedin.com/in/erinshipman/

Website: erinbennett.marketing

Professional Profile

Marketing and Advertising professional with broad agency and enterprise experience including shopper and digital marketing, promotions, content management, operations leadership, strategic planning, execution and measurement of marketing and operations initiatives.

Core Expertise

Program and Content Management • Leadership • Operations Management • Branding
Analysis • Consumer Buying and Decision Making • Marketing • Process Creation + Improvement

Experience

Sr. Digital Content Strategist, Zebra Technologies April 2018 – Present

Clients: Portfolio and Brand Marketing Stakeholders, Regional and Channel Marketing Stakeholders

- Program Manager and SME for the company's #1 asset: specification sheets
- Contributed to \$100K in company savings for translated spec sheets in 2019; currently program manager of spec sheet migrations, complex platform updates, translations and resources
- Operationalized the new HTML page to PDF generation workflow, increasing time efficiencies by an 88% reduction of hours
- Manage content in Adobe Experience Manager (AEM), building new HTML pages to support product launches and company events
- Strategically localize content for four global regions and fifteen local language sites
- Triage JIRA tickets, while aligning with global product launches and translations schedules
- Optimize images for web with Photoshop and update assets and metadata in the Digital Asset Management (DAM) system

Office Operations Manager, PM Mold Company April 2017 – April 2018

Clients: Company Leadership, Peer Departmental Managers and 50+ Employees

- Lead business operations including Marketing, HR, Accounting and IT
- Marketing – provided direction for creative agencies for rebranding company to support company goals, plus developed new brand and product launch
- HR - lead internal marketing to increase employee engagement, moral and retention in a bilingual workspace; external marketing to recruit long-term talent; benefits and HRIS vendor selection and implementation
- IT – initiated the adoption of technology, identifying new partners for infrastructure and process

Business Development Sr. Account Executive, Sears Holdings Corporation (SHC) February 2016 – April 2017

Clients: IMX Leadership, Sears Auto Center, Sears Home Services, Shop Your Way Loyalty Program

- Defined process and tools to facilitate in-house agency workflow efficiencies and profitability improvements
- Oversaw digital and in-store marketing efforts with business unit leadership

Director of Operations, Aisle Rocket Studios (ARS Interactive) January 2015 – February 2016

Clients: Company Leadership, 130+ Employees, Agency Clients and Partners

- Promoted to oversee all business operations for offices located in Illinois and Michigan
- Managed internal and external agency marketing, business strategy, P&L, HR, IT/systems, communications, training, administration and facilities management
- Lead as operations team manager, a key role in the agency leadership team, creating operational efficiencies while executing agency strategy and change management
- Managed business operations teams responsible for implementing new intranet, software systems setup and workflows, maintaining communication and training across multiple agency locations

Sr. Operations Manager, Aisle Rocket Studios (ARS Interactive) July 2012 – December 2014

Clients: Office Leadership, 45+ Employees, Office Clients and Partners

- Oversaw cross-functional agency rebranding with digital leadership team; launch included events, website, social media, print collateral and agency communications for internal and external audiences
- Oversaw profitability of digital ecommerce team by identifying opportunities for improvement, developing processes, and analyzing ROI and profit/loss data for 45+ employees

Sr. Account Executive /Account Executive, Aisle Rocket Studios (ARS Advertising) August 2006 – July 2013

Clients: Whirlpool, KitchenAid, Maytag, SC Johnson, Vermont Castings and Monessen

- Created and executed multi-media marketing strategies and campaigns for household name brands at major retailers as well as B2B strategies with wholesalers and distributors
- Lead client and creative correspondence, production and shipping of innovation product launch kits and promotional materials to Big Box retailers, including Sears and Lowe's affiliated stores
- Developed strategic client presentations showcasing areas of opportunity and potential earnings and won agency new business by developing strong client relationships
- Tripled online Sears refrigeration sales by creating a supplemental Merchandise List Book

Education

Tribeca Flashpoint College / Digital Professional Institute, Chicago, Illinois

February 2016 – May 2016

Certificate of Completion, May 2016

Foundations of Digital Marketing

DePaul University, Chicago Illinois

June 2015

Certificate of Completion, June 2015

Essentials of Human Resources Management

Bowling Green State University, Bowling Green, Ohio

August 1998 – May 2002

Bachelor of Science, May 2002

Major: Business Administration Emphasis: Marketing, Advertising, Accounting

Volunteer and Additional Experience

Marketing and Branding Director, Pits for Patriots

November 2016 – January 2018

Pro bono branding and marketing for nonprofit organization

- Recruited and provided creative direction and marketing strategy for team offering pro bono services including graphic design, web application development, copywriting and social media
- Created and implemented branding style and editorial guide to direct volunteers
- Managed and edited CMS (WordPress) and email marketing platform (MailChimp)
- Educated board members on integrated approach to increase public funding, volunteer support, merchandise purchases and event attendees

Owner, ENS Management, LLC December 2014 – December 2020

Clients: PM Mold Company, Renters

- Developed new brand and collateral for new product launch (freelancing)
- Executed vendor selection and property management for rental condominium (sold 2020)

Treasurer, Bartlett Green II

February 2009 – August 2020

Board member for homeowner association

- Worked with vendors and reviewed bids with the board and association management company
- Reviewed, approved and tracked annual budgets with the board