

Erin Cunningham

Marketing, Business Growth & Leadership Development

A results-driven marketer with 15 years of advertising and business development experience. Skilled in Strategic Planning and Budgeting, Search Engine Optimization (SEO) and Management (SEM), Content Writing, Consumer Experience, Marketing Analytics, Project Management, Social Media, Campaign Planning and Execution, Media Buying and Placement, Customer Persona and Journey Building, and Online Reputation Management. Strong marketing professional with a Bachelor of Communication and Information Science (BS) focused on Advertising, with a double minor in Marketing and Entrepreneurship from the University of Alabama, as well as an MBA with a focus on Leadership Development and Training from The University of North Alabama.

Contact

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Location - Metro Atlanta, GA

Expertise

- Marketing Strategy and Budgeting
- Digital Marketing / PPC
- Campaign Planning and Management
- Project Management
- Online Reputation Management
- SEM & SEO
- Marketing Data & Analytics
- Consumer Persona and Journey Building
- Writing / Content Creation
- Social Media Management
- Google (GMB, GA4, AdWords)

Education

2010

Bachelor of Arts in Communication and Information Sciences

The University of Alabama

2020

Master of Business Administration

The University of North Alabama

Extras

- Monday.com Product Expert Certified
- Salesforce Health Cloud and Marketing Cloud platform experience
- Leadership Training and Team Development specialty focused under MBA program

Experience

2020 - Present

Thomas Eye Group | Atlanta, GA

Director of Marketing

- Develop and implement overall comprehensive marketing and communications plans that support B2B and B2C GTM strategies emphasizing demand generation, digital marketing, and overall omni-channel success.
- Lead creative team and oversee the development of marketing collateral for all channels, including PPC, video content, conferences, website, social media, email campaigns, customer journeys, sales materials, and all other traditional and digital marketing creative.
- Ensure consistent brand messaging and adherence to brand guidelines across all collateral.
- Build, lead, and mentor a high-performing marketing and B2B sales team, providing an environment of knowledge-sharing, and fostering creativity, collaboration, and professional growth.
- Grow new customer volume through traditional and digital marketing efforts, achieving 68% new business YOY (2022-2023).
- Provide company-wide marketing thought leadership through quarterly marketing committee meetings and monthly communication with Shareholders and Leadership Executives.
- Implement and manage CRM (Salesforce HealthCloud and MarketingCloud) to monitor sales activities pertinent to all aspects of the sales cycle and track customer leads through patient journey building.
- Oversee and evaluate ROI, tracking key metrics, and optimizing marketing strategies to impact revenue positively.
- Provide short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Assist in developing and nurturing community and vendor partnerships with entities integral in meeting new business and contract objectives.

2016 - 2020

Montgomery Eye Physicians (Eyesouth Partners) | Montgomery, AL

Manager of Practice Development | Practice Administration

- Design, coordinate and assist in the production and placements of all marketing materials.
- Develop and manage the marketing department budget and annual advertising campaigns.
- Plan, organize and host patient education and community events throughout the River Region.
- Liaison with local physicians and hospitals to develop and maintain relationships.
- Develop protocol and train staff on HIPAA policies and procedures, customer service, and social media guidelines.
- Work with management team to develop short and long-term revenue increasing goals.
- Write content to drive brand awareness, engage audience, and target desired demographic.
- Supervise, train and evaluate employees for pay increase, promotion, or other internal employment opportunities.
- Maintain patient satisfaction reports through various feedback surveys and review sites.
- Implement solutions for internal and external referring providers to maintain continuity of patient care.

2011 - 2016

Wilson Shaw IT | Montgomery, AL

Client Relations & Marketing Manager

- Generate weekly reports on web analysis and social media statistics for CEO review.
- Create annual marketing and client relations plans and budget.
- Meet with local and regional marketing vendors to discuss and develop new promotional materials.
- Attend networking forums and Chamber of Commerce events to promote services and seek business opportunities.
- Visit customer sites for monthly IT reviews and evaluations.
- Provide on-site training for both new and existing clients.