

//ERIN R JORDAN

Accomplished PR and marketing professional with a strong history of integrated campaigns that generate media results and drive business leads. Excited about helping B2B businesses grow through a combination of market research and smart content. Passionate about the changing retail landscape and future of commerce technology.

PR AND MARKETING EXPERIENCE

WALKER SANDS COMMUNICATIONS || ACCOUNT DIRECTOR RETAIL TECH PRACTICE LEAD

Chicago, IL; February 2016 - Present

Retail technology and e-commerce lead responsible for strategy, management, and growth of practice area.

- Broke retail technology out as its own practice area, generating \$1.25 million in revenue in the first year.
- Growth and management of team to 7 full-time members, in addition to 3 full-time content members and 2 interns.
- Creation and oversight of campaigns including a mix of PR, content marketing and digital marketing for more than 15 clients in the retail technology and e-commerce space over the past year, including:
 - Growth of 2 separate accounts from \$6,500 to \$15,500 monthly and \$8,000 to \$30,000+ monthly
 - In-depth expertise of clients focused in a variety of areas including dynamic pricing for marketplace sellers, product information management, e-commerce platform, e-commerce implementation, digital transformation
- Key planning, conception, sales and execution management role in largest contract and program the company has seen to-date. Campaign tactics include: Sustained PR program, content marketing program including data creation and analysis, PPC, SEO, email marketing and drip campaigns in addition to an additional microsite.
- Thought leadership and marketing strategies for the practice area, including the launch of four annual Future of Retail Studies that have generated more than 4,000 downloads in the past 3 years, resulting in more than 600 placements and at least 2 closed business deals.
- Additional responsibilities include: Training, coaching and mentoring team, Prospecting and sales, lead generation tactics surrounding in-house campaigns, relationship building and facilitation.
- Soft launch of new EdTech practice area in September 2016; generation of supporting marketing materials including a State of Education Technology survey and video; work in EdTech space focused on building relationships and new business.

WALKER SANDS COMMUNICATIONS || INTERN – SENIOR ACCOUNT EXECUTIVE

Chicago, IL; January 2012 – February 2016

Media relations and day-to-day contact for multiple retail technology accounts.

- Media relations, writing, data creation/analysis and account management resulted in several long-term relationships which helped spur growth for commerce practice.
- PR data-driven work on two separate accounts resulted in acquisitions, one of which totaled \$316 million.
- PR plan conception and implementation new business proposals, working directly with President and Senior Vice President to pitch and secure new business.
- Manager of full-time media relations specialist and multiple interns.
- Expertise and hard work allowed ability to thrive in fast-paced environment, garnering rapid promotions:
 - Senior Account Executive – April 2015 – February 2016
 - Account Executive – April 2014 – March 2015
 - Senior Media Relations Specialist – October 2013 – March 2014
 - Media Relations Specialist – May 2012 – October 2013
 - Intern – January 2012 – May 2012

PUBLICATIONS

WALKER SANDS' FUTURE OF RETAIL REPORT || WALKER SANDS COMMUNICATIONS

Chicago, IL; November 2013, January 2015, June 2016, June 2017

Creation of, data analysis, writing and promotion for [annual report on retail trends](#)

MARKETING & LEADERSHIP EXPERIENCE

LOYOLA DEPARTMENT OF PROGRAMMING || MAIN STAGE DIRECTOR

Chicago, IL; April 2008– May 2012

Lead coordination and execution of University Main Stage entertainment; Sold out both annual events; managed annual budget of \$90,000.

EDELMAN || CONSUMER PR TRAINEE

Chicago, IL – August – December 2011

Media outreach, research, event planning and outreach for Beam brand.

AMERICAN HEALTH INFORMATION MANAGEMENT ASSOCIATION || PR INTERN

Chicago, IL; April – August 2011

Improved customer experience and grew member base through creation of professional career toolkit, website development and content.

GANNON CENTER FOR WOMEN AND LEADERSHIP || PR AND MARKETING

Chicago, IL; August 2010– August 2011

Built the Loyola University center's image by developing a brand delivered through design, social media and on-campus events, resulting in a 50 percent increase in recognition.

CHICAGO PHOTOGRAPHY CENTER || MARKETING AND PR VOLUNTEER

Chicago, IL February – June 2011

Brand development and creation of CSR plan.

BONNEVILLE INTERNATIONAL/ WKRQ 101.9 FM || EVENTS INTERN

Cincinnati, OH May 2010 – August 2010

Management and set up of large-scale outdoor events.

EDUCATION

DEPAUL UNIVERSITY KELLSTADT GRADUATE SCHOOL OF BUSINESS || MBA CANDIDATE

Chicago, IL September 2017 – Present

Marketing MBA concentration; Estimated 2020

LOYOLA UNIVERSITY CHICAGO || CUM LAUDE GRADUATE; 3.7 GPA

Chicago, IL August 2008 – May 2012

BA, Advertising and Public Relations; BS, Social Science Psychology; Minor, Studio Art Photography

AWARDS

SKYLINE AWARD || RESEARCH AND EVALUATION

Chicago, IL; June 2017; Public Relations Society of America (PRSA)

SABRE AWARD || PR AGENCY BRANDING

Chicago, IL; June 2015; Holmes Report