

# ERIN ZUCCA

Dedicated Client Success Manager experienced in digital marketing, operations and business development with a proven track record of collaborating with senior executives to exceed annual goals. Develops strategic marketing campaigns resulting in increased sales leads, brand awareness, client satisfaction and retention!

📍 Greater New York City Area

✉ erinzucca18@gmail.com

📞 (845) 661-3503

## WORK EXPERIENCE

### Client Success Specialist

SOCIALTOPIA Monroe, NY | 2020 - Present

- Serves as dedicated Account Manager and client advocate committed to the development of successful client relationships including initial onboarding, strategy development, quality assurance, optimization, and retention.
- Delivers top level quality assurance, utilizing creative solutions to exceed monthly and quarterly client goals.
- Reduced excess expenditures and reassessed company business strategies, resulting in increased sales leads by 93% within 6 months.
- **Cultivates long-term client relationships focused on unique brand identity, business strategy and KPIs in order to implement creative solutions to help achieve goals.**
- Thoroughly analyzes performance metrics to evaluate client campaign weaknesses and strengths, initiates new and updated processes to improve overall campaign efficiency.
- Collaborated in the development of value-based email marketing campaigns, surpassing Constant Contacts average open rate by an additional 6%.
- Evaluated and revamped current company fundamentals and training models by developing 10 modern procedures to drive top level results.  
\* Selected to serve as Master Copywriter for new website launch.

### Marketing & Business Development Manager

TESONE ENTERPRISES Westchester, NY | 2018 - 2020

- Optimized business operation solutions to further enhance company growth, process efficiency and customer satisfaction.
- Successfully expanded digital marketing presence by 250% in one year through top performance of strategic digital marketing campaigns.
- Developed unique branding concepts and monitored KPIs using the latest technology to increase traffic across various social media platforms.
- **Spearheaded all social media content development and analyzed metrics, resulting in increased follower engagement, new followers and follower retention by 130% within one quarter.**
- Designed creative marketing materials for events, cross promoted with local businesses to increase lead generations.
- Increased new client sales by delivering top level customer service and providing effective solutions to any conflicts.
- Collaborated with CEO to improve daily office operations, resulting in increased workflow.

### Operations Associate

TIERNEY SERVICES Westchester, NY | 2017 - Present PT

- Collaborated and provided administrative support to key executives to ensure successful daily business operations.
- Effectively organized and managed executives daily schedule, monthly meetings and conference calls by prioritizing calendar with key projects and critical issues.
- Sourced and secured best priced travel arrangements, resulting in reduced expenditures by 20% annually.
- **Increased sales leads through the development of effective email marketing campaigns to promote events.**
- Spearheaded company participation in local holiday volunteer opportunities to give back to the Westchester community.

### Marketing Operations & Event Coordinator

CEOLA MANOR Jefferson Valley, NY | 2015 - 2017

- Responsible for the successful marketing and operations of all events such as weddings and corporate functions for up to 300 guests.
- Advanced venue's digital marketing presence by 250% in less than a year through innovative marketing campaigns and a strong social media presence.
- Produced and designed all marketing content for events, blog, social media platforms, website and radio ads.
- **Revamped proposal to modernize venue esthetics in order to increase client leads, reduced budget by 20%.**
- Managed the weekly schedules of 50+ staff members to ensure all events were adequately staffed and fully operational.
- Organized and maintained client portfolios including: contracts, invoices, detailed event sheets, menus, floor plans, seating charts, etc.

### SOUND ADVICE

SCARSDALE, NY | 2014 - 2016

- Operations Assistant
- Marketing Associate
- Account Executive Sales Intern

## SKILLS

Client Management/Retention

Internal & External Relationship Building

Project Leadership & Agility

Digital Marketing (SMM, SEO, Email)

Strong Creative Problem-Solving

Excellent Analytical Skills

## EDUCATION

**B.A., Communications with a concentration in Public Relations and Advertising; Minor in Management**

SUNY CORTLAND

Summa Cum Laude Graduate Top 5%, Phi Kappa Phi National Honor Society, President's & Dean's List

## AWARDS

- Excellence in Media Writing Award, 2014
- Excellence in Gender Communication Award, 2014
- Excellence in Interviewing Practices & Principles Award, 2015

## CERTIFICATIONS/AFFILIATIONS

- Hubspot Digital Marketing Certification, '21 & Inbound Marketing, '22
- Alumni Panel- SUNY Cortland