

ERIC ARLINE

MARKETING LEADER.
CONTENT CREATOR.

CONTACT

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AUTHORED CONTENT

Short Form

Billboards • Digital Ads • Email

In-app & push messages

Landing pages • Social • UX

Longer Form

Blog • Bylines • Brochures

Customer stories • eBooks

Data science reports • Infographics

Press releases • Product content

Sales collateral • White papers

Bylines: [Forbes](#) & [HuffPost](#)

Multimedia

Animated GIFs • Interactive demos

Learning resources center

Videos • Web content • Webinars

TECHNOLOGIES

Marketo • HubSpot • WordPress

Google Analytics • HTML • CSS • SQL

Photoshop • Illustrator • InDesign

Hootsuite • FB • LI • TW • Salesforce

EDUCATION

University of California, Davis

Bachelor of Science, Animal Science

Minor in Communications

EXPERIENCE

CHANNEL MARKETING MANAGER

Apple San Francisco | October 2020 — current

Develop cross-channel marketing programs that engage and grow our high-value customers.

Lead global content creation that articulates the value of app promotion and app discovery.

Establish content creation frameworks for our marketing and partner development (sales) teams.

Launch experimental content aimed at driving feature adoption and customer education.

SENIOR CONTENT MARKETING MANAGER

Uber San Francisco | April 2019 — October 2020

Oversaw content strategy, social channels, and audience-focused editorial calendar.

Managed a global team of 5 focused on crafting relevant content that drives pipeline.

Launched campaigns across owned channels that convert 33% of the audience on average.

Directed the creation of content to enable organic acquisition via web and social.

CONTENT MARKETING MANAGER

Leanplum San Francisco | November 2016 — April 2019

Lifted traffic across channels: organic +245%, social +304%, blog +621%, email +801%.

Crafted goal-oriented sales enablement, product marketing, and video content.

Spearheaded a NYC Times Square billboard that garnered over 70MM impressions.

CONTENT MARKETING LEAD

Smaato San Francisco | April 2016 — November 2016

Managed a team of 3, engaging audience and growing unique web visits >15% MoM.

Authored, produced, launched, and analyzed content for demand gen campaigns.

Collaborated with internal and external ad advocates to promote product benefits.

CHANNEL MARKETING MANAGER

Product Madness San Francisco | September 2014 — April 2016

Optimized channel marketing: 15% retention lift via push & 11% MoM \$ lift via email.

Led promo partnership for HBO Game of Thrones & AMC Walking Dead game titles.

Built & scaled push notifications from the ground up via a/b testing and optimizing.

PRODUCT MARKETING MANAGER

Signavio San Francisco | August 2013 — September 2014

MARKETING ASSOCIATE

CAA Los Angeles | June 2011 — August 2012

FOCUSES

- ◆ Campaign management
- ◆ Content marketing
- ◆ Creative writing
- ◆ Product marketing
- ◆ Sales enablement
- ◆ SEO + SEM
- ◆ Video strategy
- ◆ ABM + Demand gen
- ◆ Brand management