

# Erin Geoghan

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## Experience

20North Marketing, Atlanta, GA

May 2021 – Present

### Email Marketing Team Lead

Aug 2023 – Present

- Lead the development and execution of end-to-end email campaigns including, strategy, content calendars, messaging, design, copy, A/B testing, segmentation and deliverability
- Serve as the account lead, managing client communications, gathering requirements, and crafting email strategies that align with business goals
- Strategize and identify segmentation opportunities based on customer behavior, engagement, location, and preferences to create tailored email experiences and improve engagement
- Develop creative briefs and provide feedback to analyst team on campaign assets, ensuring alignment with client's brand, goals and messaging
- Analyze performance data, present and provide data-driven insights and recommendations to clients for continual improvements in segmentation, design and messaging
- Design and copywrite emails using Adobe Photoshop, Figma, and Klaviyo, leading to a 47% increase in click rates over a 90-day period
- Oversee an email marketing analyst, reviewing work for quality and accuracy, providing training on email marketing best practices, processes and tools

### Senior SEO Analyst

May 2022 – Aug 2023

- Synthesized information from data sources including Google Analytics, Google Search Console, SEMrush, Hotjar, and Ahrefs to understand user behavior and draw insights for SEO campaigns
- Presented SEO strategy and performance reports to clients, communicating value of driving traffic and building topical authority through keyword research, on-page optimization, blog content, and more.
- Developed keen understanding of target audiences through researching search behavior and trends to create user-centric content, earning 104k impressions for client in maintenance and repair industry over six months
- Cultivated strong client relationships by consistently communicating project updates, addressing inquiries promptly, and providing data on campaign performance

### SEO Analyst

May 2021 – May 2022

- Achieved page 1 organic keyword rankings through keyword research, content/keyword gap analysis and technical audits to drive website traffic and conversions
- Conducted technical SEO audits to identify and resolve issues that could impact accessibility, user experience, search engine rankings and website visibility
- Performed competitive analysis to pinpoint opportunities and gaps in client and competitor tactics
- Optimized on-page SEO with proper metadata, alt tags, schema markup for rich snippets, content, headings, etc.
- Evaluated keyword opportunities to write thorough blog content to align with SEO and editorial best practices

See.Spark.Go, Athens, GA

May 2020 – December 2020

### Graphic Design Intern

Aug 2020 – Dec 2020

- Designed and illustrated graphics for social platforms and marketing collateral, collaborating with cross-functional teams including, PR, social, and other designers to achieve goals
- Prioritized and managed multiple project requests simultaneously from clients

### Digital Intern

May 2020 – Jul 2020

- Calculated metrics from marketing campaigns for weekly reporting used by clients to guide financial decisions

UGA Alumni Association, Communications Intern

March 2020 – July 2020

Athens Convention & Visitors Bureau, Digital Intern

August 2019 – December 2019

## Education

University of Georgia,  
Athens, GA

May 2021

- Bachelor of Business Administration: Marketing (Emphasis in Digital Marketing)
- Bachelor of Arts: Public Relations
- GPA: 3.73/4.00

## Tools

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Google Analytics
- Google Search Console
- SEMRush
- Klaviyo
- MailChimp
- Microsoft Office Suite