

# ERIN HARGER

(715) 256-3482 • erinharger@gmail.com • Stevens Point, WI 54481

**erinhargermedia.com**

## SKILLS

- Strong Work Ethic
- Attention to Detail & Organization
- Adobe Creative Suite
- Interpersonal Skills
- Digital Photography & Video Editing
- Microsoft Office Suite
- Time Management
- Voiceover Work
- Market Research & Analysis

## EDUCATION

May 2021 • Mid-State Technical College

• GPA: 3.98

**Associate of Applied Science in Digital Marketing**

• Member of Phi Theta Kappa Honor Society

## EXPERIENCE

**Oct 2022 - Present**

Wausau, WI

Kolbe Windows & Doors

**Sales & Marketing Operations Specialist**

- Facilitate the sales team & other departments through Kompyte, an online Competitive Intelligence platform.
  - Automate AI to streamline competitive intelligence to team members
  - Build & maintain strategic sales battlecards to increase win rates
- Analyze & distribute market share & forecast demand information from Principia, a building materials market intelligence platform.
- Report & administer monthly social media and website analytics reports
  - Set KPIs for quarterly review & recommend solutions for optimization

**Dec 2021 - Sept 2022**

Stevens Point, WI

Wildcard Corp.

**Digital Marketing Specialist**

**June 2021 - Nov 2021**

Multimedia Design  
Specialist

- Maintained the Wildcard brand through various marketing campaigns
- Implemented projects to aid sales team initiatives
- Researched consumer and competitor behaviors for market analysis & trends
- Developed and implemented social media strategy plans for 2021 & 2022
  - @wildcardcorp on LinkedIn, Facebook, Instagram, & Twitter
  - Created social media content including graphics, blogs, and other copy.
  - Researched topics for accuracy, relevance, and market trends.
- Designed, produced, and maintained quality control for Sparx

**June 2020 - May 2021**

Stevens Point, WI

Wildcard Corp.

**Multimedia Design Intern**

- Designed, produced, and recorded voiceovers for course videos for Wildcard's Sparx online security training LMS.
  - Researched and wrote content for course scripts.
  - Created and translated content to design concepts and storyboards.
  - Animated graphics and edited videos with sound design.

**August 2019 - Current**

Waupaca, WI

Adorn Marketing & Multimedia

**Photographer**

- On-location shoots for couples, headshots, senior portraits, and families.
- Utilize professional Adobe software to edit and create on trend photos.
- Manage social media strategies for marketing and customer relations
  - @adorn.marketing on Facebook & Instagram