



ERIN MIHALIK

MARKETING & DIGITAL MEDIA SPECIALIST

CONTACT

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EDUCATION

M.S. Digital Innovation in Marketing
Temple University
Philadelphia, PA | 2020-Present

B.A. Advertising Art Direction
Temple University
Philadelphia, PA | 2012-2016

SKILLS

- Ps Adobe Photoshop
- Ai Adobe Illustrator
- Id Adobe InDesign
- Xd Adobe XD
- W WordPress
- D Drupal
- f Facebook & Ads Manager
- T Twitter & Ads Manager
- @ Instagram
- H Hootsuite
- .l Google Analytics
- Q Search Engine Optimization

CERTIFICATIONS

EMAIL MARKETING
HubSpot Academy | 2021-2023

INBOUND MARKETING
HubSpot Academy | 2021-2023

GOOGLE ANALYTICS IQ
Google Digital Academy | 2021-2022

EXPERIENCE

MARKETING & DIGITAL MEDIA SPECIALIST

Temple University-University College | 2018-Present

- Strategize, design, implement, and track all marketing efforts for five departments within University College: Off-Campus Programs and Training, Non-Credit and Continuing Education, Real Estate Institute, Summer and Pre-college Programs, and the Osher Lifelong Learning Institute
- Manage all social media accounts for all departments - schedule, post, track, and analyze social analytics
- Drive enrollments and brand awareness for all departments - over 22,000 enrollments for fiscal year 2021
- Generate \$40,000 in new revenue for Off-Campus Programs and Training by teaching a series of website development courses
- Led a team of five in developing a new program's website
- Collaborate regularly with University College leadership to discuss marketing strategies and implementation
- Launch new programs and execute marketing campaigns in collaboration with external client partners and internal stakeholder partners
- Supervise, train, and manage student workers across portfolio of program offices

MARKETING & SOCIAL MEDIA COORDINATOR

Focus Pointe Global | 2016-2018

- Redesigned and executed new branding across all company documents, videos, web content, marketing "swag", and signage
- Updated websites with industry-related articles, polls, app developments
- Managed 19 Facebook pages, 18 Twitter accounts, and 2 Instagram accounts
- Utilized Facebook Ads Manager to promote focus groups to clients' target demographics
- Supervised and trained interns each semester

VOLUNTEERING

CO-CHAIR, Communications Sub-committee

MEMBER, Conference Planning Committee

UPCEA Marketing & Enrollment Management Seminar
2019-Present