

Eric Landry

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SKILLS

Brand Management

Demand Generation

Project Management

Contractor Management

Team Leadership

Content Editing

SaaS Marketing

SEO/SEM

Digital Strategy

Marketing Data Analysis

Content Strategy

Event Coordination

Traditional Marketing

PROFICIENCIES

Salesforce

Unbounce

MailChimp

Wistia

JIRA

WebEx

Expression Engine

Act On

Adobe Creative Suite

Basic HTML

Microsoft Office

MAY 2007 -
JAN 2018

Marketing Communications Manager

ID Experts, Portland, OR

Identity protection, data breach prevention and response services

Strategic Abilities

- Developed programs and campaigns for lead generation and engagement for both B2B and B2C SaaS products
- Managed event planning and execution including booth design, collateral development, special events and success metrics analysis
- Inbound marketing for both B2B and B2C audiences including direct content strategy, editorial calendar, content editing, brand adherence and style guide development, as well as contract writer management
- Brand integrity, developed and maintained consistent brand style, positioning and product/service value propositions
- Website deployment management – led 3 iterations of a corporate website, including agency management, review and processes of sitemap and wireframe structures, visual design and content creation and editing, and quality assurance for launch

Execution

- Created and executed lead generation and nurture programs using best practices as well as metric analysis for quantity and quality of new leads, maintained a 60% engagement rate for the 26,000-valid lead database
- Developed and edited content for marketing collateral, website, sales RFPs and SOWs and blog content for consumers and B2B audiences
- Diverse sales channel support including government agencies, healthcare organizations and cyber insurance carriers
- Coordinated support services with external vendors, designers and digital production firms
- Utilized traditional and new media channels including written collateral, industry events, web content social, and advertising to communicate marketing messages
- Team leadership and management

JUN 2003 -
DEC 2006

Director of Marketing
Fountainbleau Management, New Orleans, LA

Multi-family housing across 6 states

- Trained and mentored a team of 60 real estate professional with marketing best practices
- Market research and industry trend analysis
- Traditional marketing campaign coordination
- Radio, television and print advertising
- Special events coordination
- Increased occupancy annually company-wide by 10%
- Increased revenue by \$500K with a "Free Rent" campaign

FEB 1996 -
APRIL 2002

Marketing Communications Specialist, Company Editor
SJI Inc, Larose, LA

Telecommunications conglomerate

- Human resources operations, documenting historian, newsletter writing, design, production and distribution
- Collateral development and event management
- Brand development and project management

EDUCATION
1990 - 1994

BA in Mass Communications
Nicholls State University

Emphasis in Advertising and Public Relations

TRAINING

SMX Boot Camp Certification

DemandCon Marketing Conference

HubSpot Inbound Marketing Conference

VOLUNTEERISM

United Way for South Louisiana — Communications Committee Member

Tipitina's Foundation — Special Events Volunteer and Manager