

Eric Morse

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Executive overview:

RESULTS-DRIVEN MARKETING LEADER

A marketing polymath, uniquely able to combine creative, innovative strategy with data-driven results. A proven leader with demonstrated success driving revenue and building lean, overachieving marketing teams. An award-winning entrepreneur, an Amazon best-selling author.

Experience in the field:

DIRECTOR, DIGITAL MARKETING

Principle Business Enterprises; Bowling Green, OH (remote) 2017-2019.

Hired to jumpstart direct-to-consumer ecommerce sales, I boosted every metric by optimizing customer experience, creating engaging content that drove high-click-through email marketing and nearly doubled organic search traffic.

- Boosted ecommerce revenue by 268% over two years
- Launched successful corporate website and brand site overhaul
- Boosted organic search traffic by 180%

HEAD OF MARKETING

Lyric Financial; Nashville, TN (remote) 2015-2016.

Led go-to-market and partner/channel marketing for a growth-phase financial technology firm. Included branding, partnerships, digital, content, and events strategy.

- Created and managed lead-generation that brought in thousands of new leads
- Led channel marketing strategy with top entities in the field

HEAD OF NORTH AMERICAN MARKETING

Audio Network, US; New York, NY 2014 - 2015.

Tasked with leading growth and brand awareness for a technology-driven content company, I developed an aggressive acquisition strategy; revamped event and sales marketing; doubled KPIs; initiated content-rich PR push.

- Broke YOY revenue growth records
- Produced 200% increase in web traffic and engagement
- Created event marketing strategy that delivered 150% return

SR. DIRECTOR, DIRECT-TO-CONSUMER MARKETING

Warner Music Group; New York, NY 2009 - 2013.

Created the Direct-To-Consumer Marketing operation from scratch. Developed and produced all email, social, CRM, SEM, content strategy, and digital marketing services.

- Achieved 169% lift in email engagement
- Delivered millions of dollars in new revenue through digital channels
- Established and implemented industry-first social marketing strategies

268%

Revenue growth

180%

Search traffic growth

169%

Email KPI lift

150%

Event ROI boost

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SUPERVISOR, CRM & DIGITAL CONTENT

Rosetta Marketing; New York, NY 2008 - 2009.

Collaborated with creative, development, and account teams to create multichannel communication strategies for top-tier consumer, financial, and healthcare brands.

- Boosted consumer retention rate over 150%
- Clients included: Fossil, KraftMaid, Citizens Bank, Keppra XR, High Point Insurance

SR. MANAGER, GLOBAL MARKETING

Eyeblaster (now Sizmek); New York, NY 2007 - 2008.

Strategized, wrote, and edited all B2B marketing, PR, CRM, and sales collateral for the ad-tech pioneer. Led pre-IPO PR and corporate communications, and owned the brand voice during a global re-brand.

- Created and managed pre-IPO global rebrand and communications strategy
- Boosted customer acquisition and retention through CRM, PR, and brand communications

SENIOR BRAND STRATEGIST

Seesaw, New York, NY 2005 - 2007.

Pitched, won, and managed seven-figure accounts, managed staff, and brought a data-driven approach to top-tier consumer brand strategy.

- Led content and digital marketing strategy for Smirnoff Ice global website
- Led national shopper strategy for Coca Cola and Wal-Mart
- Articulated, researched, and led data-driven brand strategy for Singer Sewing Co.
- Produced video marketing pieces for Rawlings and K2

FOUNDER / EXECUTIVE PRODUCER

Trampoline House; Seattle, WA / New York, NY 2002 - 2005.

Founded, edited, built, and led an acclaimed "cultural discovery" destination, featuring art, music, and literature. Managed editorial, business development, and marketing programs.

- Winner: Best New Online Magazine, SXSW 2004
- Built a robust email program with strong list growth and engagement rates

Education:

BACHELOR OF ARTS, ENGLISH COMPOSITION

DePauw University; Greencastle, IN 1994.

- Major: English Composition / Minor: Spanish and Philosophy

200%

Web traffic
increase

150%

Consumer
retention lift

140%

YOY revenue

250%

Conversion
rate boost