



linkedin.com/in/ericclarkerubin/  
510.421.2949  
erubin50@gmail.com

## PROFESSIONAL SUMMARY

Forward-thinking marketing leader brings solid history of success in optimizing campaigns with data-driven strategies. Strategic tracking, reporting, and collaboration used to identify audiences and optimize digital experiences. Seasoned marketer has a history of creating and executing pipeline-generating campaigns on-time and on-budget.

## SKILLS

- Strategic Planning
- Data Analysis
- Email Marketing
- Google Analytics
- Project Management
- Content Marketing
- Campaign Execution
- Partnership Building
- Brand Development

## EXPERIENCE

Integrated Campaign Marketing Lead July 2023 - Current  
LaunchDarkly | Oakland, CA

- Organize assets and conduct market research to identify target audience and execute campaigns.
- Improve campaign performance with continuous tracking and optimization — lead to \$2M in pipeline.
- Managed campaign budgets, ensuring optimal allocation of resources for maximum ROI.
- Negotiated contracts with advertising partners, securing favorable terms for media placements.

Sr. Manager, Thought Leadership December 2021 - April 2023  
Autodesk | San Francisco, CA

- Promoted to manage team tasked with developing and executed campaigns with \$1M annual budget.
- Managed campaigns that led to \$5M in pipeline in first 3 months.
- Actively participated in industry events, networking functions, conferences, and workshops.
- Collaborated with cross-functional teams to drive innovation and efficiency in operations.

Campaign Development June 2019 - December 2021  
Autodesk | San Francisco, CA

- Developed global digital marketing experiences that drove \$62M in pipeline and \$29.6M in ACV in first quarter.
- Managed B2B campaign development updates, including negotiating work changes and authorizing adjustments.

Director of Marketing January 2016 - June 2019  
One World Play Project | Berkeley, CA

- Managed team executing marketing campaigns that raise awareness for mission, products, and partners.
- Increased overall retail revenue by 40% through SEO programs, and process changes.
- Monitored budgets and cost-effective spending — Led to three global partnerships and 75% of company's revenue.

Sr. Marketing Manager

April 2014 - December 2015

Vacatia | San Francisco, CA

- Managed a team of editors, contractors, and vendors tasked with executing innovative marketing solutions.
- Implemented SEO content strategy — led to 130% increase in traffic, 400% increase in signups in 1st year.
- Expanded social media reach using influencer partnerships on various platforms. Grew following 20x in first year.

Director of Digital Marketing

January 2013 - April 2014

West Advertising | Alameda, CA

- Delivered marketing, branding, and technical SEO strategies for 50+ clients — led to 30% revenue increase in first year..
- Managed client budgets, and managing third-party vendors.
- Managed paid search resulting in 10% monthly increases in agency fees.

## LICENSES AND CERTIFICATIONS

- ABM Certification: Foundations Course: Demandbase: April 2024
- Coaching and Developing Employees: LinkedIn; March 2023
- Content Creation: Strategy and Tools: LinkedIn; March 2023
- Introduction to Conversational AI: LinkedIn; March 2023
- Change Management: Prosci; October 2022

## VOLUNTEER

Marketing Manager

September 2016 - Current

Bear Music Fest | Pinecrest, CA

- Managed paid media, social posting and content creation for annual Summer music festival.
- Helped drive sales and awareness for fledgling festival.
- Festival was 100% at capacity (1200 people) every year.

Marketing Strategy

March 2020 - October 2020

Hope Street Group | Los Angeles, CA

- Delivered brand marketing and communication expertise to help communicate the value and impact of Skilling America platform.
- Built framework/template to curate case studies.
- Developed marketing strategies to repurpose stories to create unique communications for target audiences.

## EDUCATION

Bachelor of Arts (BA) - Journalism

Indiana University, Bloomington, IN