



# Erica M. DeWolf

ericadewolf@gmail.com

---

## WORK EXPERIENCE (CONT):

**The Pennsylvania State University, Behrend** (Erie, PA) May 2004- Oct. 2006

Faculty Research Assistant

- Conducted extensive Customer Relationship Management (CRM) Research
- Developed marketing, sales, service, and analytics online content for a 400 level *E-business* course.
- Created mySAP CRM interactive student exercises to complement course material.
- Created Flash video online course content using Camtasia Studio.
- Developed hands on SAP R/3 Purchasing and Production Planning exercises.
- Designed student materials for the *Operations Planning and Control*, and *Purchasing and Materials Management* courses.

**West Telecommunications** (Erie, PA)

April - Aug 2004

First Premier Agent

- Processed First Premier Bank Credit Card applications over the telephone.
- Generated a customer credit card conversion rate of over 80%.
- Processed customer orders via the telesales interaction center.

## RELEVANT COURSEWORK:

- Designing strategic advertising campaigns for potential clients, including background research, media selection, campaign timeline, and rationales for why these decisions will be successful for the client.
- Developed a full marketing communications plan for the Penn State University Library located at University Park, including research on the audience, sample print ads, radio ads, suggestions for budget distribution, etc.
- Extensive development of the creative execution of advertisements.
- Creating advertisements using editing and layout techniques in Adobe Photoshop and InDesign.
- Extensive knowledge of and experience in conducting secondary research.

## ACTIVITIES:

- Penn State Ad Club 2006-07
- American Advertising Federation (AAF) 2006-07
- The National Society of Collegiate Scholars 2004-07
- The Golden Key Honor Society 2006-07
- **eMarketing Special Interest Group (SIG) Involvement:** Dec 2007-Present
  - Founding Member- Dec 2007
  - *Promotions Coordinator*: responsible for planning and organizing promotions and events.

## COMPUTER SKILLS:

- When necessary, excellent ability to learn new software quickly and easily.
- Extensive Knowledge In:
  - Microsoft Office Suite
  - Microsoft FrontPage
  - Adobe Photoshop
  - Adobe InDesign CS2 and CS3
  - Adobe Dreamweaver CS3
  - Camtasia Studio
  - SnagIt Screen Capturing
  - Macromedia Captivate (RoboDemo)
  - Macromedia Flash
  - Survey Monkey
- Working Knowledge In:
  - Choices 3 Software- analyzes relationships between two variables using data from the Simmons National Consumer Survey.
  - HTML- Intermediate level skills
  - mySAP CRM
  - SAP R/3 Systems
  - Listrak Email Campaign Management Tool