



# Erica M. DeWolf

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**ERIE Insurance Group, Corporate Learning Department** (Erie, PA)  
eLearning Course Developer

Sept 2007- Feb 2008

- Create the infrastructure for internal online courses and educational materials intended for insurance agents and other ERIE employees.
- Create demonstrations and simulations of programs using Macromedia Captivate
- Build flash interactions, based on the curriculum writer's visions, to be a part of the online courses.
- Introduce the concepts of eMarketing as a legitimate and effective medium to market internal resources to ERIE employees, as well as to market the ERIE company to potential policy holders.

**Center for eBusiness and Advanced IT (eBizITPA)** (Erie, PA)

June - Sept 2007

Researcher in eMarketing Course Development at the eMarketing Learning Center @eBizITPA

- Assist in coordinating all aspects of events where e-marketing discussions may take place
- Researching, developing, and writing extensive course material for different new media courses, including email marketing and Web 2.0 applications, such as blogging, podcasts, and RSS feeds.
- Creating tutorials and learning aids, including Flash videos and PowerPoint presentations, in order to assist participants in obtaining a fuller understanding of the material.

**The Pennsylvania State University, Media Effects Research Lab** (State College, PA) Feb - May 2007

Awarded The Presidents Fund for Research Grant to assist the Research Lab in conducting experiments measuring participants' physiological responses to various types of media.

- Trained in collecting the following Physiological measures: Galvanic Skin Response (GSR), Facial Electromyography (EMG), Electrocardiography (EKG), Electrooculography (EOG).

**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.

## COMPUTER AND SOFTWARE SKILLS:

- When necessary, excellent ability to learn new software quickly and easily.
- Extensive Knowledge In:
  - Microsoft Office Suite
  - Adobe Photoshop
  - Adobe InDesign
  - Adobe Dreamweaver CS3
  - Camtasia Studio
  - SnagIt Screen Capturing
  - Macromedia Captivate (RoboDemo)
  - Macromedia Flash
  - Survey Monkey
- Working Knowledge In:
  - HTML, XHTML and CSS
  - mySAP CRM
  - SAP R/3 Systems
  - Listrak Email Campaign Management Tool
  - Adobe Illustrator
  - Adobe ImageReady

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## **ACTIVITIES:**

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