

# Erin Campbell

## Marketing & Communications Specialist

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## SUMMARY

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Marketing professional with a track record of building brands people actually connect with — across hospitality, wellness, lifestyle, and nonprofit sectors. At Windham Mountain Club, managed a 120K+ subscriber email program generating \$2.16M in clicked revenue over 86 days, and grew social reach to 80K+ monthly views through data-driven content strategy. Equally comfortable owning a full marketing function, collaborating cross-functionally with agencies and operations teams, or building programs from zero

## EXPERIENCE

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### Marketing & Communications Coordinator

#### Windham Mountain Club

📅 08/2025 - 04/2026 📍 Windham, NY

Seasonal role leading full-channel marketing for a premier ski and club destination

- Managed a 120K+ subscriber email program that drove \$2.16M in clicked revenue across 86 days, improving performance through segmentation, lifecycle optimization, and deliverability fixes that restored open rates to 17%
- Planned and executed 15+ campaigns and 1.7M+ deliveries in that same window, generating \$4.46M in opened revenue for seasonal pass sales
- Contributed to a Google campaign strategy that drove \$817K in revenue at a 16.32% CTR through aligned messaging, optimized landing pages, and keyword research
- Led multi-channel campaigns across email, web, print, PR, events, and partnerships to drive seasonal engagement and reinforce brand consistency
- Created social content for a 35K+ follower audience, regularly generating 30K+ views and 700+ likes per post
- Built and executed a content strategy for Terrain Parks that grew the account by 500+ followers and approximately 80K monthly views
- Developed and launched Terrain Parks merchandise that generated \$5K+ in profit on the first drop, creating a new revenue stream while offsetting seasonal swag costs
- Partnered with agencies, IT, and operations teams to align email messaging with pass pricing, availability, and on-mountain experiences

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### Founder

#### Somnii Collective

📅 12/2021 - Present 📍 Remote

Boutique marketing studio offering brand, content, and email marketing services to hospitality, wellness, lifestyle, and nonprofit clients

- Developed brand identities, content systems, and marketing strategies for clients including Windham Mountain Club, VitaminSEA (Maldives wellness brand), Renegade Coffee, a luxury real estate broker, and a makeup artist brand (Christman Makeup — naming, logo, website)
- Refreshed brand and website experiences to improve clarity and conversion readiness, including UX and SEO updates that increased qualified inquiries
- Built and executed social strategies achieving consistent follower and engagement growth across accounts, including growing @lifeelevationproject from 0 to 650+ followers with 13% monthly follower growth and 2.3K+ weekly views

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### Account Executive

#### Funraise

📅 07/2022 - 09/2023 📍 Remote

SaaS platform serving nonprofit fundraising and donor management

- Drove \$200K+ in new revenue and supported client retention above 90%
- Expanded pipeline by 35% by securing 20+ nonprofit leader meetings per month
- Improved campaign engagement by 22% through consultative recommendations on donor communications strategy

## EXPERIENCE

### Marketing Assistant

#### The Corcoran Group

📅 09/2020 - 07/2022    📍 New York, NY

Luxury real estate firm; supported property marketing tied to \$10M+ in sales

- Increased listing engagement by 30% and improved conversion rates by 18% through stronger creative direction and presentation
- Developed branding materials that contributed to a 20% increase in client acquisition

## EDUCATION

### B.A. Economics

University at Albany, SUNY

## SKILLS

### Channels

|                 |              |                          |                      |              |        |
|-----------------|--------------|--------------------------|----------------------|--------------|--------|
| Email Marketing | Social Media | Paid Search (Google Ads) | PR & Media Relations | Partnerships | Events |
|-----------------|--------------|--------------------------|----------------------|--------------|--------|

### Disciplines

|                |                  |                     |             |     |                    |
|----------------|------------------|---------------------|-------------|-----|--------------------|
| Brand Strategy | Content Strategy | Lifecycle Marketing | Copywriting | SEO | Project Management |
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### Platforms

|         |         |     |            |                      |            |
|---------|---------|-----|------------|----------------------|------------|
| Klaviyo | HubSpot | GA4 | Google Ads | Adobe Creative Suite | Salesforce |
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## CERTIFICATIONS

### Digital Marketing Certificate

Wharton Online, University of Pennsylvania

### Google Analytics (GA4) Certification

Google

### HubSpot Marketing Certification

HubSpot Academy

### Google Ads Certification

Google