

# ERIN ALBERTSON

erin\_albertson@hotmail.com  
850.321.6486  
erinalbertson.com

213 W. Cayuga St.  
Tampa, FL 33603  
linkedin.com/in/erinalbertson

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Information Technology professional with years of proven experience and a consistent record of achievement.

- **Go-To-Market Strategy**
- **Analyst Relations**
- **Project Management**
- **Training / Education**
- **Public Speaking**
- **Systems/Network Administration**
- **Hardware/Software Troubleshooting**
- **Web Site Design & Maintenance**
- **Quality Assurance**
- **Research & Development**
- **Application Integration**
- **Server/LAN/WAN Optimization**
- **Technical/User Support**
- **Marketing & Sales**

**ConnectWise** | *Product Marketing Manager & Market Evangelist (Automate)* | March 2015 – Present  
ConnectWise.com

- Collaborate with Product Management on product roadmap and translate features into stories.
- Work with Development teams to demonstrate new product/features to external audiences from Pilot testing to the market launch.
- Communicate new product/feature awareness to the internal business and facilitate new assets for Marketing & Sales channels.
- Project manage product releases and coordinate efforts necessary from all areas of the business to successfully take a product to market.
- Help map the customer experience by understanding personas and buyer behavior.
- Conduct competitive intel and market research for internal audiences.
- Evangelize Automate product through website content, blogs, social media, and analyst relations.

| *Project Manager (Automate)* | May 2014 – March 2015

- Dedicated, self-motivated achiever who inspires confidence and enthusiasm into the Product Management team to manage multiple software projects under pressure of deadlines, cost, and resources.
- Assist the Director in major, minor, and velocity software releases.
- Handled EOL (End-of-Life) and supportability processes for product, features, and 3<sup>rd</sup> party integrations.
- Management of team's SharePoint site for internal awareness.

| *Technical Trainer (Automate)* | May 2012 – April 2014

- Increased department's profit margin by successfully launching a virtual training program reaching partners on a global scale.
- Educating users to include troubleshooting, industry best practices, and overall best use of the software.

**Florida ARF & RESPECT of Florida** | *Network Administrator* | Jan 2005 – Mar 2012  
floridaarf.org | respectofflorida.org

- Developed and implemented new network infrastructure ensuring greater efficiency, heightened security, and increased redundancy; established Disaster Recovery Plan.
- B2B ecommerce to boost efficiency and grow market share through MyFlorida.com and website integration.
- Saved 17K annually by negotiating better contract terms for both company websites.
- Streamlined customer service by systematizing orders into ERP solution; executed PCI certification controls.
- Led and organized strategic growth initiatives by creating website portals linking established partnerships.
- Experienced at acquiring discounted software/ hardware through research, grants, and government programs.
- Website redesigns to incorporate SEO and CSS menus enhancing online visibility and member navigation.
- Interfaced AD with GPO providing centralized management and configuration while simultaneously upgrading all users from XP to Win7.
- Coordinated mobile communications efforts for off-site and sales staff increasing productivity and service.

**IMARCSGroup.com** | *Project Manager & Graphics Designer* | July 2003 – Jan 2005

- Design and development of websites, logos and marketing materials.
- QA testing and technical writer for custom websites.
- Provided third party level support for internal computer problems and customer support; helpdesk.

**MEGAS Corporation** | *Assistant Marketing Director* | Jan 2001 – Oct 2002

- Coordinated campaigns establishing product awareness targeting healthcare executives on a national level.
- Tracked marketing efforts to include productivity, response, planning, communication, and budgeting.
- Sales and telemarketing.

**Technical Skills:**

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|----------------------------------|---------------------------------|
| ➤ Routers/Firewall/Hubs/Switches | ➤ Active Directory/Group Policy |
| ➤ Windows / Linux / Mac / VM     | ➤ DNS/DHCP/TCP-IP               |
| ➤ Exchange                       | ➤ Remote Desktop                |
| ➤ Office / 365 / SharePoint      | ➤ Web Services                  |
| ➤ MySQL                          | ➤ HTML/ASP/CSS/Java/XML         |
| ➤ MAS 90/200 / Great Plains      | ➤ Security-AV/Backup            |
| ➤ Adobe Design                   | ➤ LabTech                       |
| ➤ Camtasia Studio                | ➤ ConnectWise                   |

**Education/Certifications:**

Florida State University, Tallahassee, Florida - B.S. Information Systems, August 2001  
Microsoft Certified IT Professional Server Administrator - MCITP:SA, January 2011  
Dale Carnegie Training for Managers ~June 2014