

ERIN ALBERTSON

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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**
- **Web Site Design & Maintenance**
- **Quality Assurance**
- **Research & Development**
- **Application Integration**
- **Technical/User Support**
- **Marketing & Sales**

ConnectWise | Product Marketing Manager | March 2015 – December 2019

ConnectWise.com

- Create and establish product communications for end users
- 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

- Assist the Director in major, minor, and velocity software releases.
- Handled EOL (End-of-Life) and supportability processes for product, features, and 3rd party integrations.
- | *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.

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.
- 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.

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

- Coordinated campaigns establishing product awareness targeting healthcare executives on a national level.

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