

Erika St. Louis

754-234-8824 • Stlouiserika2@gmail.com • 8947 E Arizona Park Pl, Scottsdale, AZ 85260 • WWW: [Bold Profile](#)

Summary

Dynamic and driven University of Southern California Master's student in Digital Media Management, seamlessly balancing academic excellence with full-time roles as an accounting bookkeeper, marketing assistant, billing manager, and creative council member. Proficient in financial management, marketing strategies, and creative ideation, with a keen ability to leverage diverse skill sets for innovative solutions. Proven track record of delivering results in fast-paced environments, fueled by a passion for digital media and a commitment to excellence. Seeking opportunities to apply academic knowledge and professional expertise to drive impactful outcomes in the digital media and marketing industry.

Skills

- Public Speaking
- Organization
- Collaboration
- Written Communication
- Time-management
- Leadership
- Detail-oriented
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- AI
- Digital Marketing
- Marketing Strategies
- Campaign Management

Experience

06/2021 - Current

Accounting Bookkeeper / Marketing Assistant / Billing Manager, **GHA Technologies**, Scottsdale, Arizona

- Managed a team of 4 interns, providing training and guidance to optimize their performance.
- Utilized Excel to create and update spreadsheets for call data tracking and analysis.
- Collaborated with the accounting team to provide optimum support to customers and sales professionals.
- Assisted in the development and execution of marketing campaigns through Campaign Monitor and LinkedIn.
- Collaborated with auditors during annual audit process by providing requested documents in a timely manner.

09/2021 - Current

Creative Council Member, **Luxe & City**, Scottsdale, AZ

- Foundation of creatives supporting the arts and cultural industries in Arizona.
- Created high fashion and editorial content for sponsors, designers, and brands through social media.
- Assisted in event planning and coordination for runway shows in Arizona.
- Coordinated with marketing and advertising departments to develop creative campaigns that met brand objectives.
- Created concepts and content plans across linear, digital and social platforms.

Expected in 12/2024

Education And Training

Master Of Science, Digital Media Management
University Of Southern California, Los Angeles, CA

12/2022

Coursea, Scottsdale, Arizona
Google Certificate- Foundations of Digital Marketing and E-commerce

12/2021

Bachelor Of Arts, Business Law
Arizona State University, Tempe, AZ

- Business of Fashion Club member
- Additional Coursework in Law and Ethics, Business Writing, Managerial Accounting, Business Statistics, Computer Information Systems, Marketing and Business Performance, International Trade Law, Macroeconomic Principles, International Management and Agribusiness
- Apparel Chair and Member of Alpha Omicron Pi, 2018 - 2021

Awards Activities

- Sun Devil Standard Award, 2018 - 2021
- New American University Scholarship, 2018 - 2021
- Participated in philanthropy events for The Arthritis Foundation, 2019 - 2021
- Member of American Marketing Association, 2020 - 2021
- Member of Business of Fashion club, 2018 - 2021