

ERIK LAYBOURNE

BUSINESS ANALYTICS & MARKETING MANAGER

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PROFILE

Versatile Business Analytics and Marketing Manager with more than seven years of experience. Creative team leader who specializes in data analytics, performance dashboards, and software development.

EXPERIENCE

Owner/Founder

Moat Technologies | 2019-Present

- Bootstrapped the Moat Technologies brand/products in ten months, selling nearly 1000 units.
- Designed the Moat logo, packaging, iOS/Android apps, moat-tech.com website, and all other brand assets.
- Architected SEO, PPC, and Social strategies to build brand awareness and increase sales.
- Performed digital marketing consulting for a property management firm, generating leads that increased their monthly revenue by more than 20%

Director of Customer Experience

Waterfi LLC | 2015-2019

- Developed Salesforce reports & dashboards for 300K+ accounts, to analyze and forecast performance.
- Streamlined our inventory system to allow for weekly updates, 14-day sellthrough, and a 99.9% in-stock rate.
- Managed Waterfi's entire catalog of products, selling \$6M+ annually.
- Improved company-wide net profit margin by 41%, through analysis and reduction of all cost contributors.
- Updated European VAT compliance and settled a seven-year audit, avoiding \$200K+ in back-payments.
- Provided monthly reviews of our accounting statements to the company president.
- Oversaw Marketing and Operations teams, who handled 30K+ orders, 20K+ emails and 4K+ calls per year.

Marketing Manager

Waterfi LLC | 2012-2015

- Developed API integrations to sync 30K+ records per month with 3rd party marketing software. (PHP, SQL)
- Launched our organization's Salesforce platform. (APEX, Javascript, Visualforce)
- Co-led implementation and training of lean manufacturing techniques company-wide.

Marketing Associate

Waterfi LLC | 2011-2012

- Expanded Waterfi's PPC campaigns, maintaining a 90% or higher margin.
- Set up a program that generated 1K+ five-star reviews on our Amazon.com listing.

EDUCATION

San Diego State University - BS in Business Management | 2008 - 2012 | 3.45 GPA