

ERIK LAYBOURNE

BUSINESS MARKETING MANAGER

 (925) 305-1572

 erlaybourne@gmail.com

 erik-laybourne.com

 /in/erik-laybourne

PROFILE

Versatile Marketing Manager with more than seven years leading new product and market development. Creative team leader who specializes in project management, data analytics, digital content, and Salesforce administration.

EXPERIENCE

Business Owner & Marketing Consultant

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

- Managed Waterfi's entire catalog of products, selling \$6M+ annually.
- Led development of products generating \$6M+ in new revenue.
- Led the design and development of the Waterfi iOS app to pair with Waterfi devices.
- Co-led two successful fundraising campaigns, raising \$50K+.
- Developed Salesforce automations, objects, and dashboards to manage 300K+ customers.
- Oversaw Marketing and Operations teams (8 people), handling 30K+ orders, and 24K+ emails/calls per year.

Marketing Manager

Waterfi LLC | 2012-2015

- Led development of products generating \$4M+ in new revenue.
- Architected our Salesforce SaaS platform and API integrations.

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