

ERIN M. RATLIFF

MARKETING &
COMMUNICATIONS
PORTFOLIO



CERTIFIED VISIBILITY & GROWTH STRATEGIST

PR | SEO | SMM | ORM

CORE SKILLS & PROFICIENCIES

As an experienced full-stack marketer and comms professional, I offer a wide range of cross-functional skills and solutions to help amplify your brand and achieve transformative outcomes for your business or organization.

I specialize in creating and leveraging high-value content to boost engagement, conversions and leads, and driving sustainable business growth, from strategy to execution.



NATIONAL MEDIA PLACEMENTS

CONSUMER HEALTH & LIFESTYLE

healthline verywellmind PsychCentral SHE FINDS

Outside SingleCare[®] COSMOPOLITAN Consumer HealthDigest Medium

cleanplates INSIDER romper HUFFPOST THE list.

Parade LEVEL THE MANUAL Zocdoc lifehacker

POPSUGAR. yahoo! BEST PRODUCTS Newsweek

LONG-FORM CONTENT WRITING

SUSTAINABILITY & STEWARDSHIP

[50 Ways to Celebrate Earth Day, Every Day](#) | [The Search for A Non-Toxic Tent + a PFAs-Free Camping Experience](#) | [NC's Sustainability Stars: Celebrating Eco-Friendly Businesses](#) | ["Buy Once, Buy Well": How Our Gear Repair Program Supports The Planet](#) | [Examining The Eco-Friendliness of Common Tent Fabrics](#) | [The Green Glamp-Preneur: How to Set Up the Ultimate Sustainable Glampsite](#) | [Lean & Green: How Lean Manufacturing Supports Sustainability](#) | [The Next Era of Diversity & Inclusion in Manufacturing](#) | [Do B-Corp Certifications & Other Corporate Responsibility Programs Mean Better Business?](#)

HOSPITALITY, TRAVEL & TOURISM

[Awaken Your Senses in Provence, France this Spring](#) | [7 Essentials to Bring On Every Bike Tour](#) | [15 Stunning AirBnBs In the Boston Area](#) | [Best Places to See Fall Foliage in Asheville](#) | [35 Uses for a Wall Tent](#) | [Wine Tasting & Touring in Burgundy, France](#) | [Your Top Questions About E-Bikes Answered](#) | [How to Help The Reluctant Adventurer Enjoy the Great Outdoors](#) | [How to Stay Safe on a Self-Guided Bike Tour](#) | [The Glamping Revolution: Major Growth Predicted for the Outdoor Hospitality Industry](#) | [Wall Tents 101: All Your Questions Answered!](#)

MEDICAL, HEALTH & WELLNESS

[What the SB704 Notary Bill Means for Your Family](#) | [What to Say to Someone Who is Grieving](#) | [Spring Cleaning for a Happier Home & Life](#) | [Your Guide to Winter Skincare](#) | [Understanding Heart Health from an Integrative Medicine Lens](#)

BUSINESSES, BRANDS & COMMUNITY

[7 Women-Owned Businesses to Support Near Granite Bay](#) | [Our Favorite Local Portrait Photographers](#) | [Pride Month in Asheville, Today and Every Day](#) | [Your Guide to Outdoor Entertainment in Seattle](#) | [Your Ultimate Galentine's In Sonoma](#) | [Oahu's Best Lesser-Known Instagram Spots](#) | [Why Support Small Brands, Businesses & Outdoor Gearmakers](#) | [When a Tent is More than Just a Tent](#) | [KNOW, SEW, GROW: How Our Sewing Partnerships Benefit the Community](#) | [WNC Strong: Our Journey to Recover & Rebuild after Hurricane Helene](#) | [Echoes from the Past: Honoring the Origins & Roots of \(Native\) American Tentmaking](#)

IN-HOUSE COPYWRITING & GROWTH STRATEGY

EMAIL MARKETING CAMPAIGNS

Monthly Newsletters | Sales/Promotional

LEAD MAGNET STRATEGY

E-Book/In-Depth Guide

PRESS RELEASES

4th Annual Wise Scholarship Accepting Applications

Diamond Brand Gear To Reopen Fletcher NC Factory Store

E-COMMERCE PAGES

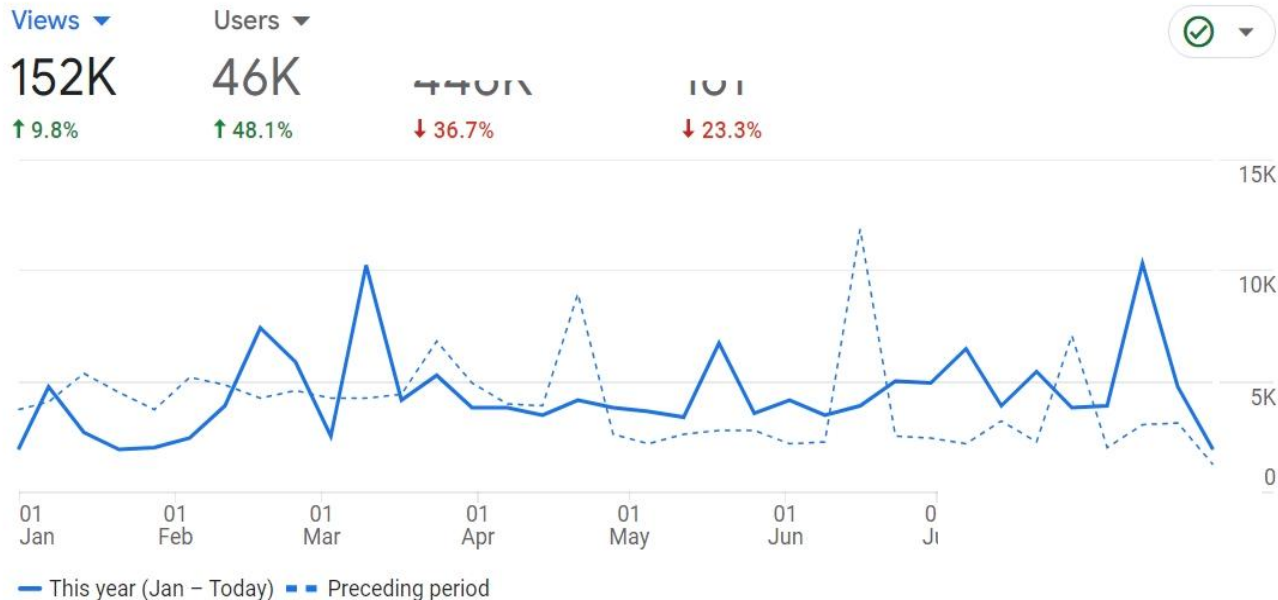
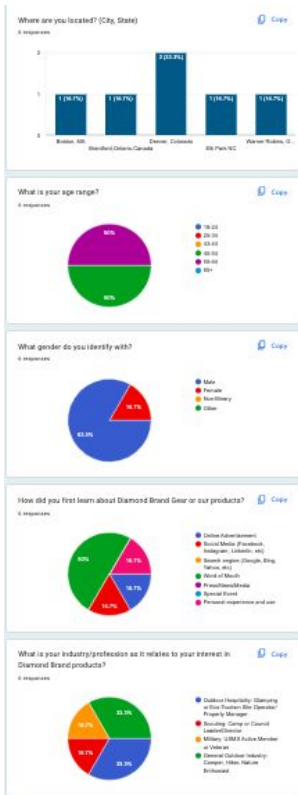
diamondbrandgear.com

PRINT

AYReports Monthly Newsletter

DATA ANALYTICS & REPORTING

ADDITIONAL RESULTS & METRICS



CUSTOMER SURVEY

SITE TRAFFIC

FREELANCE PROJECTS

WEB COPY

connectbuncombe.org

hyggehomeliving.com

kristinandcoorganizing.com

northskyagency.com

BLOG CONTENT

[*6 Ways to Beat the Fall Frenzy*](#)

VOLUNTEER PROJECTS

WEB DESIGN & SEO

growingwildforestschool.org

forestschoolfoundation.org

CONTENT DEVELOPMENT

growingwildforestschool.org/blog

connectbuncombe.org/blog

EMAIL MARKETING

growingwildforestschool.org

connectbuncombe.org

SOCIAL MEDIA MANAGEMENT

[@growingwildforestschool](https://www.instagram.com/growingwildforestschool)

[@forestschoolfoundation](https://www.instagram.com/forestschoolfoundation)

damselflydigital.com



MINDFUL + MEANINGFUL
marketing solutions
rooted in nature's wisdom

ENTREPRENEURSHIP

PERSONAL BRANDING
WEB DESIGN & COPY
SEARCH OPTIMIZATION
CONTENT DEVELOPMENT
GROWTH & VISIBILITY STRATEGY

synergeticspaces.com

High Vibration & Low-Impact Living

Feng Shui
Green Living
Human Design
Energy Clearing



MEDIA PLACEMENTS

[16 Ways to Feng Shui Your Home This Holiday Season](#)
[Less is More: The Minimalist Movement For Freedom](#)
[Celebrity Bed Placement Explained](#)
[Easy Money: Wealth & Abundance with Feng Shui](#)

WHAT OTHERS ARE SAYING

“If you’re in need of an expert marketing, comms and PR leader, Erin is your gal. She is incredibly creative, composed and thoughtful, with extensive experience in her field. “

Caroline Cockerham, Founder of CECIL Home

VALUES/CULTURE ALIGNMENT

- ✓ Autonomous, asynchronous work environment
- ✓ Supportive work-wellness balance
- ✓ Continuous learning, growth & development

SOUND LIKE A FIT? PLEASE REACH OUT!

LET'S WORK TOGETHER

[linkedin.com/erinmratliff](https://www.linkedin.com/in/erinmratliff)



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