

Erin Dalton

DIRECTOR, MARKETING

Erin creates and deploys content that gets noticed and connects organizations to their target audiences through strategic digital marketing, including social media, content marketing, SEO, email marketing, and other channels.

With more than two decades of experience, Erin drives brand awareness and engagement through strategic digital marketing for industry-leading B2B and B2C organizations in retail, biotech, real estate, healthcare, manufacturing, nonprofit, and other sectors.

Specializing in social media management and SEO-optimized content, Erin creates social roadmaps, identifies and executes campaigns, optimizes organic, earned and paid media reach, and offers data-driven recommendations to maximize ROI. She owns all aspects of the social lifecycle, including curating, creating, and customizing content for deployment across platforms.

EXTENSIVE EXPERTISE IN:

Social media strategy, execution and analysis
SEO-optimized content
Copywriting
Research and fact checking

Erin developed her marketing skills and command of brand strategy during her tenure in the Office of University Communications at Cornell University. Her passion for good grammar and unwavering commitment to getting the facts right stems from her role as Research Editor at Philadelphia Magazine. Erin earned a BA in English from Loyola University in Maryland and a Certificate in Editing from ACES: The Society for Editing.



KNOWN FOR:

Social media

Copy writing

Blogging

Email
marketing

Copyediting
and
proofreading



empirical
consulting solutions