

Erin George

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PROFESSIONAL SUMMARY

Curious and dynamic professional with strong prioritization skills exemplified by managing the strategy and measurement of over 100 omni-channel campaigns per year. Self-starter equipped with the communication expertise and acumen to develop cohesive stories that influence high visibility projects. Emphasis on identifying addressable issues from Loyalty data and utilizing sound analytics to turn insights into clear, fact-based plans and presentations.

EDUCATION

University of Tennessee, Haslam College of Business

Knoxville, TN

Master of Science in Marketing

May 2024

Bachelor of Science in Business Administration, Marketing & Management

May 2023

EXPERIENCE

PILOT FLYING J, Knoxville, TN

December 2025 – Present

Senior Specialist, Loyalty Marketing

Promoted to take on content strategy based on a proven record of executing campaigns that exceeded KPIs in addition to positioning myself to stakeholders as a subject matter expert on the Loyalty program

- Own and execute the end-to-end strategy of our personalization and global loyalty efforts through partnering with our data science, consumer insights, retail, and digital marketing teams
- Continuously craft integrated loyalty campaigns that enhance our brand and deliver against business goals such as growing incremental net gross profit, brand awareness, and Monthly Active Users
- Deliver go-to-market plans backed up with evidence and logic that expand our core loyalty program to create an exceptional guest experience with the Pilot app
- Manage a cohesive digital content strategy with over 500 monthly placements in the mobile app driven by personalization models and are consistently iterated upon through A/B testing
- Dissect large first-party data sets to inform the guiding hypothesis for a campaign or program redesign

Specialist II, Loyalty

April 2024-December 2025

- Trusted with the responsibility of launching our core loyalty program in Canada which grew our addressable audience by 4%; program exceeded performance forecasts and improved guest Net Promoter Score
- Collaborated with merchandising teams to pick the best product mix for the largest promotion of the year; 2025 saw a 60% increase in offer redemptions vs PY by implementing tactics recommended from guest feedback
- Demonstrated strong written and oral communication skills by creating and presenting program performance to executive leadership team on a monthly cadence

TECHTRONIC INDUSTRIES, *Field Sales & Marketing Representative*, Knoxville, TN

January 2023 – June 2023

- Excelled in sales and relationship management which resulted in \$2 million YTD revenue (7% growth) in territory
- Managed CRM marketing for territory; tracked customer sales history and sent targeted promotional messages to increase visits to store & grow digital engagement on CRM platform from the guests
- Planned merchandising strategies to gain 3 prime retail locations; used analytical tools and sales data to communicate value to stakeholders which led to a 50% increase in sales of products placed in new locations
- Reviewed weekly market share and sales reports to understand how to grow against key competitors in store

SKILLS

Computer: Microsoft Suite, Jira, Confluence, Brandfolder, Tableau, Qualtrics, SPSS

Certifications: Atlassian Agile Project Management Professional, Google Analytics, Advanced Microsoft Excel Certificate

PROFESSIONAL ACCOMPLISHMENTS

Named Top Graduate of Master of Science in Marketing program at the Haslam College of Business

May 2024

University of Tennessee Volunteer of Distinction

May 2023