

Eric Ferrufino

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WORK EXPERIENCE

M/I Homes, Inc.

Aug. 2023 - Present

Marketing Coordinator

Houston, TX

- M/I Homes, Inc. is a leading homebuilder offering a range of quality homes, with a strong presence in various key markets.
- Spearhead digital media campaigns utilizing SEO, PPC, and content strategy to boost brand visibility and customer acquisition. SEO 1.5%+ YOY. Improved Page Ranking YOY. Help boost traffic on MLS by 3% YOY.
- Track campaign performance metrics, making data-driven recommendations to optimize outcomes. (CTR, CPC, Conversion Rate Via Google Analytics) Making data-driven decisions.
- Created market research best practices for each community. Allowing stakeholders to adjust budget, pricing to boost sales. Via Excel
- Collaborate with sales and corporate marketing teams to align messaging and maintain brand consistency. (Via Hive)
- Coordinate marketing events and cross-functional meetings, ensuring timelines and stakeholder alignment.
- Develop Excel-based dashboards and reports to analyze inventory trends and support strategic planning.
- Strategy and efforts led to Houston finishing 2nd for all divisions in Sales and Lead generation.

DECODE

Feb. 2023 - May 2023

MarTek Intern

Houston, TX

- DECODE is a dynamic company focused on marketing technology solutions, empowering clients to optimize digital engagement.
- Learned SEO best practices. Optimized content strategies that increased organic website traffic and user engagement. Used Asana for project execution and management.
- Executed email marketing campaigns using automation tools to drive engagement and lead nurturing.(HubSpot)
- Conducted audience segmentation and performance analysis to guide strategy and content iterations.

Harris County - Houston Sports Authority

Aug. 2022 - Dec. 2022

Sports Marketing Intern

Houston, TX

- The Houston Sports Authority works to promote and manage high-profile sporting events in the Houston area, enhancing community engagement and economic impact.
- Supported promotional strategy and event logistics for high-visibility sporting events.
- Created visual marketing assets using Adobe Creative Suite.
- Collaborated with internal teams to ensure campaign quality assurance and timely execution.

Professional Sports Partners

Jan. 2022 - May 2022

Marketing & Events Intern

Houston, TX

- Professional Sports Partners specializes in marketing and event solutions for the sports industry, focusing on brand activations and audience engagement.
- Designed and analyzed client surveys to inform campaign strategy and creative direction.
- Coordinated brand activations, tracking campaign deliverables and optimizing resource usage.
- Conducted competitor analysis and market research to support campaign positioning and briefs.

EDUCATION

University of Houston

Bachelor of Arts in Strategic Communications, Minor in Technology Innovations and Management

Houston, TX

CERTIFICATIONS, SKILLS, TECHNOLOGIES, LANGUAGES & INTERESTS

- **Certifications:** Google SEO Certification; Intro to SQL Certification; Hubspot SEO certification
- **Skills:** Marketing Campaigns; CRM Systems; A/B Testing; Data Analysis; Market Research; Content Strategy; Email Marketing; Project Management; Stakeholder Coordination; Audience Segmentation; Quality Assurance; Marketing Automation
- **Technologies:** Microsoft Excel; SQL; HubSpot; Asana; JDE; Google Analytics; Adobe Asset Manager; Hive
- **Languages:** Spanish; English
- **Interests:** Digital Marketing; Project Management; Growth Strategy; Technology Innovation; Analytics; CRM Optimization