



## **Simone Erskine**

Marketing  
Specialist

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***“It is exciting to be a part of an organization that consistently demonstrates its dedication to excellence and changing lives. ”***

### **Responsibilities**

As a Marketing Specialist at IMEC, I am responsible for supporting the execution of the IMEC strategic marketing plan. Serving as the coordinator of social media content and follower engagement, I have the opportunity to be the voice of IMEC in a highly digital world. Telling the story of IMEC’s passion for organizational excellence invites prospects from across industries to learn more about us. In addition to social outreach, I provide support to the overall marketing efforts including generating leads and increasing market penetration, and driving results in client support and legislative relations.

### **Qualifications**

- Bachelor of Science in Marketing, with a minor in Industrial Organizational Psychology from DePaul University
- Certificate of Completion in Writing for Business and the Professions from the University of Chicago