



Experience

PCOM Grant Manager | Boone County Administration

February 2023 - Current

- Write, report, and manage Boone County Transit grants
- Oversee Facility grant and construction project in conjunction with the County Administrator
- Research, write, and report for grants on behalf of other County Agencies including the Boone County Sheriff's Office and Emergency Management Agency
- Grant sources include Illinois Department of Transportation, Illinois Department of Commerce and Economic Opportunity, Bureau of Justice Assistance (Federal), Community Project Funding (Federal), and Congressional Directed Funding (Federal)
- Manage Boone County Transit marketing & promotion and online presence

Marketing & Communications Director | Rockford Area Economic Development

Council November 2015 - January 2023

- Manage & report for Department of Defense Grants, including design and undertaking of complex management studies and data-gathering efforts
- Work with subject matter experts to create material and speaking points for them to use in the course of conducting their responsibilities
- Write, proofread, and edit content for social networks, websites, and printed material
- Transition submissions for Emerging Opportunities Fund (EOF) into a digital format and manage submissions based on established criteria
- Work with the Supervisor to ensure EOF criteria are met and applicable data are entered, complete, and accurate in the tracking database
- Researched, created written content, and designed statistical documents and booklets for public use
- Responsible for social network management with growth ranging from 10-350% year over year
- Search Engine Marketing (SEM) campaign with a 25-50% lower budget than competitors
- Developed request for information (RFI) templates and criteria
- Began process to expand user accessibility based on ADA.gov guidance
- Created branding for Greater Rockford Growth Partnership (GRGP)
- Promoted from Marketing & Communications Coordinator to Marketing and Communications Manager to Marketing & Communications Director
- Responsible for marketing and communications of the Rockford Area Economic Development Council, GRGP, and Rockford Chamber of Commerce

Web Administrator | Cayman Islands Department of Tourism

February 2007 – December 2015

- Moved teams forward by reviewing, evaluating, distilling, and synthesizing data to uncover issues, identify trends, and provide insights that drive organizational strategy
- Invoice/Billing verification and oversight
- Budget management (financial and time)
- Incorporated contract improvements including rolling over allotted hours and meeting adjustments
- Plan and facilitate training, workshops, meetings, and interactive sessions to educate customers and stakeholders
- Exceeded KPIs year-over-year with a 25% reduced budget
- Developed and maintained technical processes and procedures that facilitate compliance with requirements



- Fulfilling official discovery requests by providing identification, preservation, collection, processing, analysis, review, and production services for Freedom of Information Act
- Launched 6 websites in 1 year, on time & within budget, utilizing responsive design, latest best practices, and incorporating analytical tracking.
- Launched award winning social network program

Interim Manager – E-business & Market Research | Cayman Islands Department of Tourism

February – June 2008

- Project manager for Destination Guide
- Organized agency reporting to be more effective enabling more budget to be utilized on action items

Communications Manager | Cayman Islands Chamber of Commerce

June 2002 – January 2007

- Created brand documentation
- Responsible for all aspects of marketing and communication development
- Decreased staff time dedicated to administrative duties

Designer | Summit Publishing & Marketing | October 2001 – April 2002

- Magazine layout and website content management
- Decreased production costs for publications while maintaining high quality
- Increased revenue by creating additional services offered to customers and advertisers

Designer | WebConnection | December 1999 – October 2001

- Created and distributed perspective client packages
- Designed, created content, and programmed websites

Education

MBA | University College of the Cayman Islands | June 2011

Thesis: *Influence of Social Media on Vacation Destination Selection* incorporating qualitative and quantitative research methods.

BFA | Maryland Institute College of Art | May 1999

Visual Communications

Certificates

- 2025 Grant Professionals Association: The Anatomy of Grant Writing, Open Meetings Act Training
- 2024 Grant Management: Grant Writing USA, Open Meetings Act Training
- 2023 Grant Writing: Grant Writing USA
- 2021 Attended Pennsylvania College of Art & Design course: Web Accessibility & Inclusivity seminar
- 2017 Google Analytics Certification
- 2012 Certificate of Executive Management, Rotman School of Business, George Town, Cayman Islands
- 2012 Digital Marketing and Online Media Certificate from Digital Marketing Institute, Dublin, Ireland
- 2009 Completed Seven Habits of Highly Effective People



Skills

- Agency management
- Staff management
- Adobe Create Suite
- Microsoft Office and Office 365
- Basecamp
- Constant Contact
- WordPress, Joomla, and customized content management systems
- Survey Monkey
- Project, budget, & document management in Tyler
- Grant writing and management
- Content, speech, & press release writing
- Develop & execute communications strategies & management systems
- Data tracking and analytics
- Presentation development and delivery



23 September 2025

Dear Boone County Board Members,

I have always focused my career on things that will benefit the community around me. Helping people learn about small businesses, bringing people to the Cayman Islands for vacations, promoting the Northern Illinois area as an excellent region for business, and now keeping people connected to the community, work, and daily life through public transit.

The Community Action Agency is one more way to give back to the area that raised me. Knowing that our area is second only to Cook County in the number of low-income households provided with utility assistance through LIHEAP, it is clear that there is work to be done. When the area became the first community to reach functional zero for veteran homelessness, it was clear that this area is up to the task of doing the work.

I am interested in participating in the Community Action Agency as a representative for Boone County.

Thank you,

Erin Marshall

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