



# Erin

## BRILLHART

ACCOUNT & MARKETING MANAGER



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Erin Brillhart serves as the Account & Marketing Manager at Ratliff & Taylor, where she strategically shapes both digital and traditional marketing initiatives, covering social media, advertising, and promotions. Her role extends to collaborating with clients to ensure an exceptional experience. She specializes in servicing Career Transition clients partnering on the front end of the process to ensure a smooth changeover for their exiting individuals.

Erin played a key role in establishing the non-profit-focused initiative, Mission for Good, at Ratliff & Taylor. She also has led various technical migrations and process enhancements within the organization. Erin shines brightest in her ability to actively listen to what someone is saying and quickly formulate an effective solution – whether it's internally related to marketing needs or externally related to her Career Transition clients' needs.

Prior to her current position, Erin worked at a tech start-up based in Akron where she collaborated internationally, crafting tailored marketing messages for conversation AI-powered conversion software. Joining when the company had just 8 employees, she played a pivotal role in hiring and training as the team expanded to nearly 50 before her departure.

With her ever-changing hair color, Erin is a self-described creative jack of all trades. Her current ADHD hyper-fixation craft of choice is crochet. You'll find her putting her own spin on patterns for everything from stuffed animal loveys to blankets to sweaters and more.

## EDUCATION

BBA, Kent State University

## FAVORITE QUOTE

*"There is no innovation and creativity without failure. Period."* - Brené Brown

## BEST CAREER ADVICE

Perception is reality.

## CIVIC INVOLVEMENT

Leadership Council Member, Engage! Cleveland

Cleveland Leadership Center, Civic Leadership Institute, 2024