



Erin

BRILLHART

MARKETING & BRAND MANAGER



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SUMMARY

Erin Brillhart serves as the Marketing & Brand 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 the Executive Leadership team to develop corporate messaging.

During Erin's tenure with Ratliff and Taylor, she played a key role in establishing the non-profit-focused initiative, Mission for Good. She also led various technical migrations and process enhancements within the organization.

Prior to her current position, Erin contributed to a tech start-up based in Akron, joining during her final year of college and continuing post-graduation. Starting as the Sales and Marketing Assistant, she was promoted multiple times, concluding her two-and-a-half-year tenure as the External Talent Recruiting Manager & Content Strategist. At Drips, Erin 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.

Erin pursued her studies in Sales and Marketing at the University of Akron before transferring to Kent State University, where she earned her Bachelor's in Business Administration with a focus on Marketing. Currently residing in Cuyahoga Falls, she shares her home with her husband, two children, and two miniature dachshunds.

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