

ERIN LARSEN

Director of Marketing

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Peoples Company - Cumming

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Erin Larsen is the Director of Marketing for Peoples Company. She earned a Bachelor of Fine Arts degree in Graphic Design from Iowa State University, along with a minor in Advertising.

With over 20 years of experience in the field, Erin uses her skills and expertise to plan, organize, budget, and implement all facets of marketing communication activities for Peoples Company and affiliate entities. Likewise, she collaborates with the Digital Marketing Manager to develop and execute strategic campaigns that enhance brand visibility, drive engagement, and support business growth. She also partners with the leadership team to strengthen the company's trade show presence, streamline webinars, and optimize the CRM system for effective client outreach and relationship management. Erin also oversees a team of six in-house graphic designers, manages their design workflow, and provides guidance and support.

If she had free time, Erin would read and travel more. But until then, she enjoys watching her kids' sporting events, volunteering with the youth at her church, and working with her family on the small vineyard they own in Madison County.

EDUCATION

Iowa State University, B.F.A. Graphic Design, 2003, Ames, Iowa

AWARDS & DESIGNATIONS

- National Auctioneers Association 2022 "Auction Marketing Campaign of the Year"
- National Auctioneers Association 2020 "Auction Marketing Campaign of the Year"
- National Auctioneers Association 2019 "Auction Marketing Campaign of the Year"
- National Auctioneers Association 2018 "Auction Marketing Campaign of the Year"