

erin McCahill

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Video

Although it's not totally current, my website is: <https://goodeggmedia.tv>

A few of my recent video projects, that are not on the site, also include:

- Rosetta Stone, [Believe](#)
- Rosetta Stone, [Live Life Fluently](#)
- [Run. Hide. Fight.](#) "Most successful video & campaign" ever produced for DHS - this one is scary and meant for mature audiences
- Emmy Award winning, [Real Matters](#), WUSA9 DC CBS Affiliate
- Promax BDA winning, [Get Up DC](#) – Campaign for Better Mornings
- Norman Foster Institute [Sustainable Cities](#)



Rosetta Stone® - 2011 TV Commercial: Believe, Real Learner Testimonials



Rosetta Stone® 2012 TV Commercial: Live Life Fluently [Full]



RUN. HIDE. FIGHT. Surviving an Active Shooter Event - English



Nat Geo- Environmentalism on the Half Shell with Barton Seaver



Good Egg Media Promo Reel



Cook Wise: Maryland Crabs



NACD - How to Be(come) a Director

Get Up DC!

Creatively led the launch of show, helped design the studio, segments and shots, graphics.

Creative leader overseeing promos, shoots, scripts, and events



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THE MODERN MARKETING MANIFESTO

ALL ORGANIZATIONS, NOT JUST THE BIG-BUDGETED FEW, SHOULD HAVE ACCESS TO MARKETING AUTOMATION.

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Content

Featured Webinars & Events

Don't Short-Consult Your Marketing

Adjust to a changing marketing and PR landscape at 'Two of Twitter' author Mark Schuster's webinar on May 7 at 2 p.m. ET. He will show you how to cut through content noise by meeting changing consumer needs, follow your digital strategy with groundbreaking perspectives and leverage radical new opportunities before your competition.

REGISTER NOW



State of the Media Report 2014

In 2013, newspapers chose iPhone pics over professional photos, reporters embraced social media in a new way, paywalls boosted revenues, and Jeff Bezos bought The Washington Post. But how does that affect your PR strategy?

Drive results using the latest PR best practices from communications expert Gini Detrich at her webinar on Thursday, February 27 at 2 p.m. ET. She'll break down Vocus' State of the Media Report 2014 to help you earn more coverage by pitching reporters on platforms they favor, build relationships with influencers on their preferred social networks and develop visual and conversational assets that reporters seek for stories.

VIEW NOW

VOCUS | guide
Marketing Cloud

Branding Rules

14 Brand Secrets From Industry Experts

A BRAND WITHOUT PARADOX...
...ISN'T

VOCUS GET VOCUS. VOCUS GETS BUSINESS.
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VOCUS | Guide

The Marketers Guide to Social Media 2014

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VOCUS | guide
Marketing Cloud

The Google+ Guide

A Step-by-Step Guide to Marketing Success on Google+

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More White Papers, ebooks and Guides: <http://www.vocus.com/resources/the-guides>

Web & Digital

Marketing can be hard.



The Vocus Marketing Suite makes it easy.

All-in-One Marketing Automation built for business.

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EXPLORE THE SUITE

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COMPLETE MEDIA DATABASE WORLD'S #1 PRESS DISTRIBUTION SERVICE BEST-IN-CLASS NEWS MONITORING EASY TO USE ANALYTICS & REPORTS

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Vocus Marketing Suite

Marketing Automation. Simplified for Success.

VOCUS Marketing Cloud

GET VOCUS

Marketing can be hard.

The Vocus Marketing Suite makes it easy.



All-in-One Marketing Automation built for business.

ATTRACT & ENGAGE NURTURE & CONVERT MEASURE & IMPROVE

VOCUS Marketing Cloud

FREE DEMO

2014

SOCIAL MEDIA TRENDS

VISUAL GUIDE TO BEST PRACTICES

FACEBOOK

MAXIMIZE YOUR LIKE COUNT, UPLOADING AT LEAST 350 MILLION EVERY DAY.

EXAMPLE: Use a mix of content types, including video, images, and text, to keep your feed interesting.

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TWITTER

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

EXAMPLE: Use a mix of content types, including video, images, and text, to keep your feed interesting.

GOOGLE+

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

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FLICKR

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

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PINTEREST

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

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INSTAGRAM

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

EXAMPLE: Use a mix of content types, including video, images, and text, to keep your feed interesting.

VINE

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

EXAMPLE: Use a mix of content types, including video, images, and text, to keep your feed interesting.

LINKEDIN

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

EXAMPLE: Use a mix of content types, including video, images, and text, to keep your feed interesting.

YOUTUBE

Maximize your reach by using a mix of content types, including video, images, and text, to keep your feed interesting.

EXAMPLE: Use a mix of content types, including video, images, and text, to keep your feed interesting.

Get more information and insights about the NEW Facebook with our free guide at <http://bit.ly/fvfacebook>

VOCUS Marketing Cloud

Achieving Success WITH THE NEW FACEBOOK

Facebook is a crucial tool for today's business environment, and leveraging the correct customer can be complex. Vocus' new marketing guide breaks down essential tips and tools to drive breakthrough results.

98% of small businesses had a Facebook page in 2012, according to eMarketer.

33% of online shoppers have made a purchase based on seeing an item on a friend's Facebook wall or News Feed, according to Shredhouse data.

THE PLATFORM PROVIDES 27 CHOICES OF AD UNITS. SO, HOW DO YOU KNOW WHAT IS RIGHT?

1 GET FOUND:

Adapt your page to newer features, including larger images and alternative News Feed views.

- Use content to increase likes, shares and engagement.
- Use in-store callouts to promote your Facebook presence.
- Use mobile to manage your page on-the-go.

2 COMPARE REACH:

Use Facebook Insights to compare the organic, paid and viral reach of your posts and assess which strategies work.

- Organic reach:** Unique visitors who see your original post in a News Feed, the ticker or on your page.
- Paid reach:** Through sponsored stories, promoted posts or another paid element.
- Viral reach:** People view content through one of their friends.

3 PROMOTED POSTS:

Promote posts when they are getting traction to expand your reach. Here is one effective model among many tools you can find in the guide:

STIR model by Jay Baer, author and industry expert

S Share the post
T Time the post
I Impact the post
R Results the post

Get more information and insights about the NEW Facebook with our free guide at <http://bit.ly/fvfacebook>

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Subject Matter Expert

WebMaster Radio: Brand Secrets From Industry Experts and Other Notes from SXSW 2014

<http://www2.webmasterradio.fm/mobile-presence/2014/brand-secrets-from-industry-experts-and-other-notes-from-sxsw-2014>

Chief! Marketer

<http://www.chiefmarketer.com/database-marketing/principle-one-branding-15042014>



Good Brands Are Fulfilled Promises

MARCH 13, 2014 AUTHOR GUEST AUTHOR IN DIGITAL MARKETING AND PR



The following is inspired thinking from Future Buzz community member [Erin McCahill](#).

<http://thefuturebuzz.com/2014/03/13/good-brands-are-fulfilled-promises>

Be Super

Product Video:

<https://www.youtube.com/watch?v=4lq5lihv75Ur>

Event Video:

<https://www.youtube.com/watch?v=85-YAVnlhBA>



Award-Winning Multi-Channel Campaign.

- Conceptual Video Product Overview
- Traffic Driver - TruView
 - Brand Awareness



Washington Post Full Page Ad

Vocus Marketing Suite

Vocus' Marketing Suite simplifies and automates your process and includes everything you need to find qualified leads, nurture prospects, and deliver superior results with less manual effort.

Marketing can be hard. Vocus makes it easy.

75% of Marketers who use automation have seen a measurable increase in revenue. But only 9% of marketing teams are actually using it. Why? To date, automation solutions are expensive and overly complicated. But with Vocus, Marketing Automation is different. It is simplified by design, easy to deploy and it doesn't require a software specialist to run it. Our suite finds you qualified leads, coordinates your campaigns and integrates your marketing with your sales team.

Consulting Services:
At Vocus we're passionate about your success and support you every step of the way with consulting services. Our team of subject matter experts are ready to help you wherever you need them.





Attract & Engage

Get the attention of the right people. Vocus has industry leading tools to coordinate your emails, landing pages, news releases and social media activity so your marketing reaches more qualified prospects and you can deliver real results.



Nurture & Convert

You've got the attention of the right prospects; now convert them into customers. Capture new leads, and deliver the right content at the right time with automated workflows and lead scoring.



Measure & Improve

Discover what drives likes, opens, click-throughs and conversions with powerful, easy to read analytics. Whether you need a quick snapshot of real-time results or in-depth comparisons of campaigns, Vocus delivers measurable results and easy-to-read reports.

VOCUS® GET VOCUS. VOCUS GETS BUSINESS. GET STARTED NOW AT VOCUS.COM

is the Vocus Marketing Suite:

acts on social media, search engines and in the browser with fully automated marketing campaigns. (Witness with analytics that track your customer engagement to selection.

Goal: Creating effective email campaigns is easy with 650+ professional templates, and top-of Vocus captures and reports every click, open and mailer action, enabling you to measure your other customer data.

Targeting: Target the right leads with segmentation based on how they interact with you. Test your content with A/B split to optimize your message for your audience.

Mobile: Create your looking, mobile responsive landing pages in minutes. Receive action on email, social and your website. Create coupon and downloads, and full multi-media enabled campaigns with capture your leads automatically.

Score: Nurture customers with the right content, at the right time, to the right lead by creating us using the most intuitive workflows in the industry. Create conditional multi-step marketing funnels and deliver your content automatically.

According to Gartner, Companies that automate lead management see a 50% or greater increase in leads. Improve your marketing efficiency with lead scoring. Customize the scoring criteria, and our system automatically qualifies your leads so you can engage with confidence.

- Campaign Management:** Create, track and measure your integrated marketing campaigns from tweets to email with powerful and easy to understand analytics.
- Salesforce Integration:** Sync contacts and leads directly with your Salesforce account and back to Vocus, keeping you in touch with sales leads, and sales closing your newly qualified and ready leads.
- Buying Signals™:** Turn social into sales. Buying Signals monitors and filters millions of relevant conversations, connecting your business with the right prospects at the right time.
- Recommendation Engine™:** Build your network, boost your visibility and increase brand awareness with our social media Recommendation Engine™.
- Social CRM:** Track and record every engagement with your prospects across email, social media, landing pages, news releases and website visits. Our technology captures opportunities and even tracks your contact's social activity.
- Funnel Reports:** By tracking your campaign funnel from engagement to conversion, you get unique insights into which channels, campaigns and content are delivering meaningful results.




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VOCUS

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Thursday, October 4th | 5-8pm
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We're looking for job seekers who are:

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- 2. **Detail-oriented** and able to manage multiple tasks
- 3. **Team players** who can work well with others
- 4. **Willing to learn** and grow with the company

VOCUS® Cloud Marketing Software

Find out why Vocus is consistently recognized as one of the **Best Places to Work** in the area and what makes our culture so unique.

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Vocus Marketing Suite Sales One-Sheets

Understand Campaign

Move from Direct Marketeer to Brand Marketeer - First Cross-Vertical Brand Alignment

Print



Web



TV



<http://www.youtube.com/watch?v=j-CZGPCGQc>

Retail



Marketing Collateral

The Gold Standard in Language Learning



The Rosetta Stone® TOTAL1 solution is our most comprehensive language-learning experience, combining our proven Rosetta Course with Rosetta Studio and Rosetta World®. Learners build a vocabulary without translating, and are encouraged to speak correctly, with our speech-recognition software helping to perfect their pronunciation. Our award-winning solution is enhanced by our world-class customer support team, offering advice and encouragement to our learners. Rosetta Course can be purchased as software or as an online subscription to be used on PCs or Macs.

In addition to Rosetta Course, TOTALe offers a full suite of fun and engaging online, subscription-based components that enable learners to develop their skills to communicate with confidence in a new language. Three months of access are included in the purchase.*

Live Practice Sessions



RosettaSTUDIO

Learners sharpen their skills online through live, 60-minute sessions led by tutors who are native speakers.

Online Language Community



Bosetta World

Learners connect with others online to explore language through fun games and other inspiring activities.

Mobile Learning Solutions

TOTAL Companion™ HD

Our latest innovation is an iPad app that allows learners to continue their language exploration anywhere they're connected. Available as a free download for TOTALis customers only.

**TOTAL Contribution**

A dedicated application designed for learners using iPhone® and iPod touch® devices that seamlessly integrates language learning into a mobile experience. Available as a free download for TOTAL customers only.



*After this 3-month introductory period, learners are encouraged to continue using these services through our online services plan.

RoxetteStone.com
 or RoxetteStone.com

[illegible]

RosettaStone
TOTALE



ResettaStone 

Delish a cup of hot coffee at our ResettaStone cafe where you can sit in tables. Read while you wait there, enter to win a 3 hour tour of ResettaStone's historic 1920s house or our award cup. A delicious ResettaStone (aka: R) that will make you say?

Full Name: _____

Email Address: _____

Wherever you would like to follow: _____



photo on back



Social

Believe
you can...
Learn a new
language today.

Rosetta Stone



Product/Service



Open up
the world
tomorrow.



Explore the
unexpected
tomorrow.



Wall

Rosetta Stone · Everyone (Top Posts) ▾

YouTube and FB Video Content | Lead Campaign



<http://www.youtube.com/watch?v=sbF75WOuPU4>

More than words.
Stories.



Share your language story
for a chance to win up to
\$10,000 towards a trip
of a lifetime.

Share or vote
now through
the app below!

NO PURCHASE NECESSARY.
Enter Contest by: 9/18/11. To enter and
for Official Rules, visit the app below.

Learn
a new
language
today.
Open up
the world
tomorrow.



SHOP NOW

NOW WITH EASY 5 PAY PLAN

RosettaStone

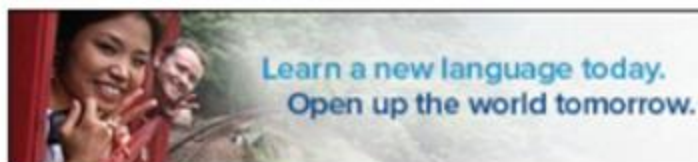


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nature.

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Iconic Development and Fun Stuff



Taxi Hat for Avengers Movie



Peace, Love and Understand



Viral Banners

