

Erica Howard

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CONTENT WRITER

Creative content professional with 8+ years of experience creating and distributing valuable, relevant, and consistent narratives to attract and retain a defined audience and drive profitable customer action. Strong research and fact-checking skills in crafting and enforcing brand guidelines while remaining current with trends and best practices to continuously improve content quality, driving sustained brand growth and development. Team collaborator with the ability to develop content strategies that align with the organization's brand identity and marketing objectives.

SKILLS

Content Development and Writing, Proofreading, Editing, Blogging, Instagram Content Creation and Management, Zendesk CRM & CMS, Salesforce CRM & CMS, WordPress CMS, Sprout Social, Canva, Google Docs, Sheets and Slides, Microsoft Office, Social Media Support Management, Written Communication, Complex Issue Management, Time Management, Research, SEO

PROFESSIONAL EXPERIENCE

Owner/ Blogger | 2018 – Present

Black Girl with a Backpack

- Strategically create and disseminate informative and engaging travel content to attract and captivate targeted audiences while promoting the brand and generating more leads.
- Curate well-researched, high-quality content that aligns with the audience's interests and the brand's digital marketing strategy for an Instagram account to increase brand awareness and drive web traffic.
- Create a WordPress.com website to drive the brand's online presence, share information, engage with the audience, and promote travel-related content.
- Analyze the performance of the social media posts and adjust content strategies per audience interest to improve engagement rate and content outreach.
- Interact with the audience by responding to comments and messages, creating a sense of belonging and increasing engagement streams.
- Optimize content strategy by staying updated with social media trends and platform updates to build brand awareness and generate more leads for the business.

Social Media Support | 2021 - 2023

Pendulum Therapeutics

- Oversaw the company's internal and external support content, verifying all content aligned with brand guidelines and style, maintaining a consistent tone to capture targeted audience interest and drive engagement.
- Streamlined brand format and communication aesthetic by establishing high-quality new and updated templates to optimize best results and improve the company's brand CRM.
- Produced compelling messages and educational material resonating with the targeted audience to elevate company brands, increasing revenues and market share.
- Formulated company refund policy to protect consumer rights and build trust, improve customer conversion rates, repeat customers, skyrocket profitability, and boost brand perceptions.
- Created SOP plans for customer care processes to drive a structured framework for administering high-quality services that meet regulation standards and customer needs, championing continuous improvement and company growth.
- Facilitated personalized content through AI technologies to enhance customers' self-service options and sales by efficiently answering customers' questions and needs without direct assistance.
- Developed training materials integrated with professional development for new customer care representatives, maximizing employees' output and productivity.

Ghost Writer | 2020 – 2021

- Created 20+ high-quality, original, and engaging content blogs that resonate with customers and stakeholders per month for Stephen Oliver's Advisor Wealth Mastery to increase revenues and market shares.
- Authored a monthly 700+ word blog post for Propel PLM on engineering and production management that drove increased website traffic.

Customer Experience Associate | 2019 – 2021

Thrive Financial, Inc (Remote)

- Established a library of 100+ canned responses through Text Expander to address customers' concerns quickly and efficiently, resulting in an improved resolution rate, higher CSAT, and enhanced customer satisfaction.
- Created customer-facing content to reach and capture targeted audience interest and engagement via emails and social media channels, elevating company brand and market share.
- Analyzed applicants to verify loan eligibility, guaranteeing that only qualified applicants with job offers received loans.
- Guaranteed prompt and efficient access to vital financial support, expediting loan request processing with a 3-5 minute turnaround.

Content Contributor | 2015 – 2019

Eventbrite, Inc

- Created feedback reports based on user experience and pain points for engineering and product teams to drive informed decision-making.
- Developed training programs to facilitate coaching and mentoring of 20+ employees in providing high-quality support thus maximizing employee output and productivity.
- Designed escalation pathways related to the company's SLAs to efficiently address 3+ escalated issues weekly, improving customer service interactions.
- Developed 11 high-quality, original, and engaging articles within 2 months, increasing the company's web traffic.
- Drove website traffic and generated more leads by moving 2 articles to the top of Google's search results.
- Executed assigned projects within defined scope and objectives, meeting milestones within 1-2 working days.

ADDITIONAL WORK EXPERIENCE

Customer Experience Associate
Customer Experience Representative

EDUCATION

BA in African American and Diaspora Studies | Vanderbilt University