

Erica Howard

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CONTENT WRITER

Content Writer with 8+ years of experience crafting compelling, brand-aligned content across digital platforms. Skilled in producing valuable, relevant, and consistent narratives that engage target audiences and drive measurable results. Strong research and fact-checking skills ensure accuracy and credibility, while a solid grasp of SEO and content strategy supports ongoing optimization. A collaborative team player with a customer experience background, offering a unique, audience-first perspective to every project.

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

- Create and distribute engaging, well-researched travel content aligned with brand voice and marketing objectives to attract and retain target audiences.
- Develop high-quality, audience-focused narratives for Instagram and other digital platforms, boosting brand awareness and driving website traffic.
- Build and maintain a WordPress.com website to showcase content, enhance the brand's online presence, and increase audience engagement.
- Monitor content performance using analytics and refine strategies to improve engagement and reach.
- Engage with the audience by responding to comments and messages, fostering a loyal and interactive community.
- Keep content strategies current by researching social media trends and SEO best practices to optimize visibility and lead generation.

Senior Customer Experience Associate | 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

Self Employed

- 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 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 & Customer Experience Associate | 2014 – 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
- Worked cross functionally to provide in the moment support to users of the Eventbrite platform
- Gave customers general support and education on the set up and use of the Eventbrite ticketing platform
- Provided technical support to address issues caused by the users own technology

EDUCATION

BA in African American and Diaspora Studies | Vanderbilt University