

Erica Howard

CX Content Writer

615-429-5766 | contact@ericaflower.com | ericaflower.com | Remote

SUMMARY

Customer experience content writer with 10+ years of experience creating public-facing help center articles, customer communication macros, SOPs, and internal training materials. A background in frontline support shapes content that agents can find quickly and customers can use on their own. Currently an independent AI training contractor, writing prompts and evaluating AI-generated content for accuracy and clarity.

SKILLS

Content: Knowledge base and help center articles, macros and canned responses, SOPs and process guides, training materials, internal communications, content audits, editing and proofreading, style guide adherence, SEO

Platforms: Salesforce, Zendesk, WordPress, TextExpander, MailChimp, Sprout Social, Canva, Google Workspace, Microsoft Office

AI & Research: Prompt writing, AI output evaluation, fact-checking, quality auditing, rubric-based review

PROFESSIONAL EXPERIENCE

AI Training Data Specialist 2025 – Present

Independent Contractor (Remote)

- Write and edit prompts used to train and evaluate large language models, following detailed project guidelines and style specifications
- Evaluate AI-generated responses for factual accuracy, clarity, tone, and adherence to instructions, with written rationales for each rating
- Fact-check claims against primary sources, flagging errors, gaps, and outdated information
- Audit peer evaluations for quality and consistency, identifying misapplied guidelines and documenting corrections

Senior Customer Experience Associate 2021 – 2023

Pendulum Therapeutics

- Owned the company's internal and external support content, auditing articles and agent resources for accuracy and alignment with brand voice and style guidelines
- Wrote and owned the company's customer refund policy end to end, from drafting through legal review and approval; the policy remains largely in use today
- Built and maintained the team's library of response templates in the CRM, standardizing brand-aligned customer communication
- Wrote SOPs that turned customer care processes into clear, step-by-step guides that met regulatory standards
- Created content for an AI-powered self-service tool, enabling customers to resolve common questions without contacting support
- Wrote customer-facing educational content and developed onboarding and training materials for new customer care representatives

Customer Experience Associate 2019 – 2021

Thrive Financial, Inc. (Remote)

- Built a library of 100+ canned responses in TextExpander, improving resolution rate and CSAT
- Wrote customer-facing email content
- Reviewed loan applications for eligibility with a 3–5 minute turnaround

Content Contributor & Customer Experience Associate 2014 – 2019

Eventbrite, Inc.

- Wrote 11 articles in two months; two reached the top of Google search results, increasing web traffic and leads

- Partnered with engineering and product teams, turning user feedback and pain points into reports that informed product decisions
- Designed SLA-based escalation pathways for escalated customer issues
- Developed training programs and coached 20+ support team members
- Explained platform setup and technical troubleshooting to nontechnical users of the Eventbrite ticketing platform

INDEPENDENT WRITING

Ghostwriter 2020 – 2021

Self-Employed

- Wrote 20+ blog posts per month for Stephen Oliver's Advisor Wealth Mastery
- Wrote monthly 700+ word posts on engineering and production management for Propel PLM, translating technical topics for a B2B audience

Founder & Writer 2018 – Present

Black Girl with a Backpack

- Research, write, and publish travel content across a WordPress site and Instagram
- Track content performance with analytics and apply SEO practices to grow reach

EDUCATION

BA, African American and Diaspora Studies | Vanderbilt University