

ERICKA FOSTER

FREELANCE WRITER

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LINKEDIN: ERICKAFOSTER

EXPERIENCE

Communications Analyst, Accenture **August 2014 - Present**

- Collaborate across departments and silos to deliver an effective strategy and editorial plan to promote engagement and policy
- Work with company management on message strategy, initiatives, and execution using intranet, email communications, and internal social media tools
- Create content for internal social media tools, including video, graphics, and text
- Serve as annual Southwest Region Communications Lead for engagement summit
- Prepare, edit, and distribute weekly e-newsletter, including content creation, editorial scheduling, and design

Social Media Specialist, The Cook's Nook **January 2019 - Present**

- Create content to support B2B marketing strategy for small business incubator
- Update website, write blog, and press pages using WordPress
- Create and schedule daily social media posts across multiple platforms (Facebook, Twitter, Instagram)
- Prepare and proofread quarterly internal and external newsletters

Managing Editor, Positive Transitioning Magazine **February 2019 - Present**

- Create editorial schedule for monthly magazine
- Assign and manage articles to volunteer writers
- Develop standards, systems, and best practices (both people and technology) for content strategies
- Conceive and manage creation of compelling, useful, high quality written, presentation and visual content

Marketing and Public Relations Chair, Financial Literacy Coalition of Central Texas, **January 2015 - December 2017**

- Develop and edit content for all channels in the marketing ecosystem, included but not limited to annual reports, brochures, posters, blogs, emails, videos and social media posts
- Increased Facebook following by 20%

EXPERIENCE

Bachelor of Science Degree, Marketing,
University of Maryland – College Park

Content Marketing Certified,
HubSpot Academy