





ERIKA N. BROWN

MARKETING & COMMUNICATION STRATEGIST

CONTACT

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-  www.erikanbrown.com
-  1616 Deerwood Ave. Louisville, KY

SKILLS

- Communication Strategy
- Research and Analysis
- Creative Thinking
- Project Management

EDUCATION

Master of Arts in Communication

Johns Hopkins University

08/2016

Focus Area: Digital Communication

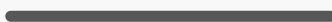
Bachelor of Arts

Western Kentucky University

12/2006

Majors: Public Relations and Spanish

LANGUAGES

English 

Spanish 

PROFILE

Professional with significant experience working on both traditional and digital communication campaigns. Incredibly passionate about delivering carefully crafted messages to intended audiences. Innovative in finding ways to reach audiences where they reside. Comfortably manages projects from inception to implementation.

Mission: To build bridges through communication strategy, to resonate with people in a meaningful way, and to motivate target audiences to act.

WORK EXPERIENCE

Communications & Marketing Manager

Louisville Water Company 01/2020 - Present

- Provide strategic communication recommendations on internal and external priorities, and draft/execute target strategies to amplify organizational goals.
- Oversee content marketing team responsible for writing engaging website, newsletter, and social media content; working with traditional and non-traditional media; developing assets (video, animation, infographics).
- Led the redesign and launch of LouisvilleWater.com. Conducted persona research, gathered data, reimagined site content strategy, collaborated with stakeholders to build buy-in, incorporated diversity into imagery, and introduced accessibility priorities. Site's Help Center usage grew 250% in first month.
- Co-led the transition to a new digital billing system and advocated for the user's experience, brand standards, and adoption of digital best practices. Successfully launched platform and grew user registrations to over 300% in first 6 months.
- Provided strategic content, design, and user experience support for a new customer assistance program. Developed and implemented a multi-media product launch. \$80,000 fund distributed to customers in first 24 hours. 68 media mentions and 4,680,658 consumers reached in the first 3 months.

Interpretive Media Specialist

National Park Service 01/2017 - 10/2018

- Developed the first marketing strategy and key personas to target consumers in a competitive market. Reviewed data, conducted research, and identified target audiences to increase diversity and visitation to Maritime Historical Park.
- Led cross-divisional social media and marketing team comprised of members at all levels. Trained participants on latest trends, best practices, and new technology. Increased social media presence through organic tactics by 46 percent in first 9 months.
- Managed website and ensured compliance with new 508 federal regulations. Audited over 200 non-compliant PDFs and streamlined the total to 14.

Acting Public Affairs Specialist (Detail)

01/2018 - 04/2018

- Provided key messaging guidance on high-profile and technical communication strategies to more than 60 national park sites within 8 states.
- Wrote and edited content for legislative and congressional issues, and controlled correspondence.

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AWARDS & HIGHLIGHTS

- (2023) Leadership Louisville Bingham Fellow
- (2022) PRSA Bluegrass Landmarks of Excellence – Public Service Communication & Video Shorts
- (2019) Launched Louisville's first Startup Week. Event included 6 'hot topic' tracks, 36 sessions, and over 350 registrants.
- (2019) Crafted a pro-bono marketing strategy for coffee cooperative in El Salvador for USAID.
- (2018) Won an "Achieving Relevance through Interpretive Media and Technology" award for launching a real-time broadcast park program for individuals living with disabilities.

WORK EXPERIENCE

Account Executive

Gumas Advertising

12/2015 - 07/2016

- Planned and implemented traditional and new media projects on behalf of clients.
- Managed client's new website development process including wireframe creation, content strategy, and quality control.
- Developed copy for press releases, presentations, and client website pages.

Marketing Specialist

Peace Corps

08/2014 - 09/015

- Developed and implemented annual strategic communication plans for two Peace Corps programs: Peace Corps Response and Global Health Service Partnership.
- Led digital content strategy and innovations to achieve programmatic goals. Increased Facebook presence from 200 inactive group members to over 8,000 active fans in one year. Introduced broadcast recruitment using Google+, LinkedIn recruitment, and a global email marketing strategy.
- Produced a monthly e-mail newsletter for an audience of 70,000 recipients.

Marketing Coordinator

07/2012 - 08/2014

- Drafted talking points, policy memos, technical manuals, and briefings.
- Designed annual reports and recruitment marketing collateral materials.
- Managed \$20,000 communication budget and ensured official reporting guidelines were met.

Other Relevant Positions

Communications Coordinator,
SoundExchange

01/2012 - 07/2012

Program Support Assistant,
National Trust for Historic Preservation

07/2010 - 01/2012

Marketing Manager,
FastLane Hires

04/2009 - 03/2010

Account Coordinator/Executive Assistant,
Crosby~Volmer International
Communications

07/2007 - 02/2009

Internet Consultant,
Inter-American Development Bank

01/2007 - 04/2007