

# ERIN AMBER ERICKSON

## EXPERIENCED MARKETING COMMUNICATIONS PROFESSIONAL

### PROFILE SUMMARY

Strategic, action-oriented leader with 10 years of experience implementing from the ground-up new processes for overall marketing, public relations, community relations, advertising, graphic design, event and media communications management.

- Strategic Marketing Planner.** Expert at planning events and developing innovative marketing strategies, new campaigns and programs.
- Content Marketer/Writer.** Expert emotional storyteller and blogger; developed targeted blogs, press releases and articles related to consumer interests for National Wind and Valley Natural Foods.
- Consumer Behaviorist.** Conducted survey of nearly 700 consumers and 6 focus groups for thesis at Valley Natural Foods to develop a consumer engagement strategy.

### EXPERIENCE

#### COMMUNITY ENGAGEMENT SPECIALST | NOV 2015 - PRESENT

*Valley Natural Foods, Burnsville, MN*

- Promoted to newly created position to manage the co-op's owner engagement strategy based upon graduate thesis research at Concordia University;
- Utilizes creative writing skills to produce 3-4 blogs weekly in WordPress for distribution in e-newsletter;
- Manages content creation, design and dissemination of weekly e-newsletter to Valley Natural Foods' customers using Mail Chimp; and
- Utilizes Adobe Creative Suite as the lead graphic designer on various marketing materials, including posters, banners, print ads, flyers and website graphics.

#### OUTREACH & EVENTS SPECIALST | JULY 2014 - NOV 2015

*Valley Natural Foods, Burnsville, MN*

- Invigorated program planning and delivered transformational measurable results for Valley Natural Foods' Run for Hope 5K, a charity fundraising campaign. Coordinated marketing, event promotions, sponsorship, on-site event management, and public relations, nearly quadrupling race registration and the funds raised from 2012 to 2015;
- Oversaw production of the store's annual report and event management of annual owners' meeting;
- Successfully coordinated and promoted Farm Fest, an annual local producer event, increasing sales by 10% from 2014 to 2015; and
- Wrote, designed, produced and distributed videos, press releases, flyers and blogs to advertise events.

#### PROMOTIONS & EDUCATION COORDINATOR | SEPT 2010 - JULY 2014

*Valley Natural Foods, Burnsville, MN*

- Overhauled co-op's existing consumer education program by streamlining and increasing yearly class offerings by 100%, designing a newly branded image for all class collateral in-store and online. Upgraded class enrollment options to a new, convenient online system, generated increased advertising and public relations for classes and integrated a standardized process for potential instructor requests; and
- Managed, planned activities, created marketing materials and executed live event production monthly for Community Night at the Co-op, an award-winning community relations program geared toward 4 local public elementary schools. Community Night at the Co-op won second place in the Projects and Programs Cooperative Education category of the 2012 Cooperative Communicators' Association Communications Contest.

### CONTACT

**Home:** 4739 West Wind Trail, Eagan, MN 55122

**Email:** [erin.a.erickson@gmail.com](mailto:erin.a.erickson@gmail.com)

**Website:** [www.erinambererickson.com](http://www.erinambererickson.com)

**Phone:** (952) 221-5075

### RESEARCH

Strategically planned, organized, managed and implemented an Action Research Project at Valley Natural Foods as my graduate thesis through Concordia University. Conducted a survey of 700 Valley Natural Foods customers and led six focus groups to uncover owner and non-owner attitudes toward co-op engagement. Developed an action plan with the store's management team to address these concerns, including new online, in-store and social-media based marketing campaigns, in addition to exploration of an owner loyalty program.

### EDUCATION

#### MASTER OF ARTS

SEPT 2013 – AUG 2015

*Concordia University, St. Paul, MN*

Major: Strategic Communication Management

GPA : 3.91/4.00

#### BACHELOR OF SCIENCE

SEPT 2001 - MAY 2005

*St. Cloud State University, St. Cloud, MN*

Major : Broadcast Journalism

Minor: Speech Communication

GPA : 3.69/4.00

### AWARDS

**2<sup>ND</sup> PLACE FEATURE WRITER** - May 2011

*Cooperative Communicators' Association 2011 Communications Contest*

**1<sup>ST</sup> PLACE DOCUMENTARY** - May 2014

*Cooperative Communicators' Association 2014 Communications Contest*

# ERIN AMBER ERICKSON

## EXPERIENCED MARKETING COMMUNICATIONS PROFESSIONAL

### EXPERIENCE CONTINUED

#### COMMUNICATIONS MANAGER | MAY 2007 - SEPT 2010

*National Wind, Minneapolis, MN*

- Hired on to this newly created position to pioneer a fully functional marketing department infrastructure, plan and innovative brand from the ground-up;
- Led creative content development, writing and graphic design using Adobe Creative Suite for all print and digital marketing materials including print newsletters, sales sheets, informational flyers, e-newsletters, print ads, brochures, social media and website content;
- Leveraged strong media relationships amongst local, regional, trade and national news outlets to garner ample coverage and awareness, positioning National Wind as a leader in wind development; and
- Boosted business retention through tradeshow participation, sponsorship and customer loyalty events and managed all details of event coordination, including pre and post-marketing.

#### PUBLIC RELATIONS INTERN | OCT 2006 - FEB 2007

*Northwestern Health Sciences University, Bloomington, MN*

- Interviewed staff to write effective press releases for the university's Natural News Service, a 2006 Gold Award Winner in the 13<sup>th</sup> Annual Health Information Awards; and
- Wrote creative web content for Northwestern's HealthyU website, a 2006 Silver Winner in the National World Wide Web Health Awards for outstanding consumer web-based healthcare content.

#### COMMUNICATIONS INTERN | MAR 2006 - SEPT 2006

*Carlson Marketing, Plymouth, MN*

- Pitched stories to global trade journals/magazines; set-up media interviews with global executives;
- Wrote and proofread press releases/pitch letters for global release;
- Kept targeted media lists current and tracked daily media coverage; and
- Produced and edited monthly an internal publication, "Carlson Marketing Media Monitor" of important media highlights.

#### UTVS NEWS – CAMPUS TV STATION | JAN 2002 - MAY 2005

*St. Cloud State University, St. Cloud, MN*

- Produced and managed 5 p.m. local news show, broadcast live to the community: established storyboard, assigned writers and reporters, worked with anchors, designed graphics and cut video and directed camera operators during live show;
- Worked as a field reporter: interviewing experts, writing, and shooting and editing video to make 1:30-2 minute news packages;
- Anchored the news live on air, developing excellent extemporaneous public speaking capabilities; and
- Established my ability to work well under pressure and under tight deadlines.

### SKILLS

**Design Software:** Adobe Photoshop  
InDesign & Illustrator

**Web-based Applications:**  
WordPress, basic HTML

**E-Newsletter Tools:**  
Mail Chimp & Constant Contact

**Office Tools:** Outlook, PowerPoint  
Microsoft Word & Excel

**Social Media Marketing:** Facebook, Twitter,  
LinkedIn & Pinterest

### COURSEWORK

#### CONCORDIA UNIVERSITY-ST. PAUL:

Strategic Communication Management  
Interactive Media Management  
Leadership Communication  
Media Strategies  
Communication Inquiry & Measurement  
Interactive Project Management  
Communication Strategies for Conflict Management  
Crisis Communication Management  
Intercultural Communication  
Persuasive Communication  
Corporate Responsibility & Ethical Communication

### SOCIAL MEDIA

**LinkedIn:**  
[www.linkedin.com/in/erinerickson82](http://www.linkedin.com/in/erinerickson82)

**Twitter:**  
@ErinAErickson

**Facebook:**  
[www.facebook.com/erinaerickson](http://www.facebook.com/erinaerickson)

# ERIN AMBER ERICKSON

EXPERIENCED MARKETING  
COMMUNICATIONS PROFESSIONAL

**April 15, 2016**

**Mr. Matt Kramer, President**

St. Paul Chamber of Commerce  
401 North Robert St.  
St. Paul, MN 55101

**RE:** Application for Marketing and Communications Manager

Dear Mr. Kramer:

As a marketing professional with ten years of experience working for entrepreneurial companies, I find myself very interested in the Marketing and Communications Manager job opportunity at the St. Paul Chamber of Commerce because I enjoy helping small businesses and other organizations grow and be successful within their respected communities.

As an achiever and strategist, I've launched successful marketing and public relations campaigns from the ground-up for food co-op, Valley Natural Foods, and wind energy development company, National Wind. My online portfolio ([www.erinambererickson.com](http://www.erinambererickson.com)) provides many examples of the marketing communications projects I've produced and created such as press releases, e-newsletters, blogs, videos and more.

In addition, my experience matches exactly what you are looking for in a Marketing and Communications Manager:

- My thesis for my Strategic Communication Management M.A. focused on enhancing owner engagement at Valley Natural Foods through surveys and focus groups that analyzed consumer attitudes. This research invigorated and launched new digital content management and social media strategies, in addition to store events. This experience would be helpful in leading Chamber member engagement strategies.
- I currently manage the digital content management strategy for Valley Natural Foods' weekly e-newsletter, which includes keeping an editorial calendar of topics, writing 3-4 blogs weekly, disseminating the e-newsletter through Mail Chimp, and helping promote these pieces on social media.
- I am also the lead graphic designer at Valley Natural Foods and I'm constantly creating flyers, posters, ads and web graphics.
- Creative writing is my passion and I have a flair for breaking down difficult topics into fun, exciting articles.

In addition, I have coordinated many promotional and outreach-based events and public relation activities on top of any writing and graphic design tasks. Therefore, I know how to multi-task and work successfully in a fast-paced, dynamic, work environment. I also worked full-time at Valley Natural Foods while being a full-time graduate student, which required a lot of stamina and the ability to balance many projects simultaneously.

I am confident that if you hire me as your Marketing and Communications Manager, you will find me to not only be well-rounded in all of the areas of expertise you are seeking, but also one of the most hardworking, diligent, conscientious, organized and responsible employees at your organization. I sincerely look forward to hearing from you about this opportunity. Thank you for the consideration.

Sincerely,

Erin Erickson  
[erin.a.erickson@gmail.com](mailto:erin.a.erickson@gmail.com)  
952-221-5075