

# Candace Erie

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## SUMMARY

Marketing Strategist and Communications Professional with 6+ years of experience building strong brand identities, fostering audience engagement, and executing communication strategies. Skilled in developing engaging content with organizational goals to enhance visibility, build community and inspire action.

## AREA OF EXPERTISE

Social media management, content creation & blog writing, media monitoring & PR tracking, employee engagement & advocacy, visual storytelling (photography & video).

## EXPERIENCE

**San Diego Foundation** | *Communications Specialist*

**Nov. 2022 - Current**

- Compiled and shared out weekly PR and media coverage reports with organizational executives using Critical Mention.
- Assisted in editing and coordinating press releases with PR agency Intesa for distribution to local and industry media outlets.
- Curated content and managed the content calendar for LinkedIn, Instagram, and Facebook while overseeing a 31-member Social Media Advocacy program.
- Spearheaded the creation and publication of over 2,200 posts, increasing total impressions by 70% (518K to 880K) and engagements by 72% (36K to 63K).
- Grew LinkedIn followers by 50% (9K to 14K), Instagram followers by 48% (3K to 5.5K), and Facebook fans by 25% (11K to 14K).
- Developed and executed organic and paid social media campaigns with a monthly budget of \$1,500.

**Nice North America** | *Social Media Specialist*

**March 2021- July 2022**

- Managed 48 social media accounts for 10 brands, utilizing tools such as Hootsuite and Later to maintain consistency and brand voice across platforms.
- Led an Employee Advocacy program of 113 active users, reaching an audience of 14M.
- Created over 1,400 posts using images, videos, GIFs, and UGC, growing social followers by 55% on Instagram and 32% on LinkedIn.
- Increased Instagram engagement by 16% through influencer collaborations and analytics-driven strategies.

**Stave & Nail Brewing | *Communications Consultant***

**September 2020– December 2020**

- Built trust with our social media community of over 3K by promoting new beers, merchandise, and upcoming events, while responding to inquiries through direct messages.
- Increased Instagram followers by 16% through engaging content and building strong professional relationships with influencers.
- Designed and distributed monthly email marketing newsletters via Mailchimp, engaging Stave & Nail beer club members with curated content.

**Wild Barrel Brewing | *Social Media Manager***

**April 2018– June 2020**

- Organically grew the Instagram account from 2K to 17K followers by establishing a strong brand presence and staying current with digital marketing trends.
- Increased post engagement by 4.3% on Instagram by leveraging insights from social media analytics across various platforms.

**SKILLS**

Content creation & copywriting | social media management | creative problem solving | digital analytics | team leadership and collaboration | adaptability | brand management

**EDUCATION**

**Cal Poly Pomona, Pomona, CA**

Bachelor of Science, Business Administration concentration Marketing Management

**TECHNICAL SKILLS**

- Social Platforms: Instagram, LinkedIn, Facebook, X (Twitter)
- Software: Sprout Social & Employee Advocacy, Canva, Critical Mention, Asana, SharePoint, MailChimp, Hootsuite & Hootsuite Amplify, Later
- Analytics: Sprout Social Reporting
- MS Office (Word, PowerPoint, Outlook, Excel, Forms)

**CERTIFICATIONS**

- Hootsuite Platform Certified.

**ADDITIONAL INFORMATION**

- Successfully managed and executed multiple social media campaigns, achieving organic growth across platforms and boosting engagement rates.
- Led notable projects such as influencer partnerships and employee advocacy initiatives, strengthening brand loyalty and community trust.
- Passionate about storytelling that centers diversity, equity and inclusion, creating messaging that resonates with diverse audiences.