

Candace Erie

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SUMMARY

Social Media Strategist and Communications Professional with 6+ years of experience in developing engaging content, driving organic growth and building brand identities across digital platforms. Proven ability to create and execute content strategies that align with organizational goals, enhance visibility, foster audience engagement, and inspire action. Skilled in content creation, media relations, social media management and digital marketing campaigns.

AREA OF EXPERTISE

Social media strategy and management, content creation (blogs & newsletters, press releases), multimedia storytelling (photography, videos, infographics), AP style writing and editing, paid and organic social media campaigns, digital marketing strategy and analytics, SEO best practices, brand journalism and content marketing, community and influencer partnerships.

EXPERIENCE

San Diego Foundation | *Communications Specialist*

Nov. 2022 - Dec. 2024

- Developed and managed content for social media platforms (LinkedIn, Instagram, Facebook) to align with key initiatives, resulting in a 70% increase in impressions and a 72% increase in engagement.
- Spearheaded a Social Media Advocacy program through Sprout Social with 33 employees, ensuring consistent messaging and driving brand advocacy across LinkedIn.
- Drove organic and paid social media campaigns with a budget of \$1,500/month, increasing follower growth by 50% on LinkedIn, 48% on Instagram and 25% on Facebook.
- Wrote and curated monthly blog content and a nonprofit newsletter in AP style, enhancing consistency, community engagement and brand visibility.
- Monitor media coverage and compile weekly reports for organizational executives using Critical Mention, supporting public relations initiatives.

Nice North America | *Social Media Specialist*

March 2021- July 2022

- Managed 48 social media accounts across 10 brands, ensuring consistent messaging and brand voice across platforms using tools like Hootsuite and Later.
- Launched and maintained an Employee Advocacy program with 113 active users, reaching an audience of 14 million.
- Created over 1,400 social media posts, leveraging images, videos, GIFs, and User-Generated Content (UGC) to grow social followers by 55% on Instagram and 32% on LinkedIn.
- Developed and executed influencer collaborations and data-driven strategies, increasing Instagram engagement by 16%.

Stave & Nail Brewing | *Communications Consultant*

September 2020– December 2020

- Increased Instagram followers by 16% by crafting engaging content that resonated with the community and collaborating with influencers.
- Designed and distributed monthly email newsletters via Mailchimp, keeping 200+ beer club members informed about new products, events and promotions.

Wild Barrel Brewing | *Social Media Manager*

April 2018– June 2020

- Successfully grew Instagram followers from 2K to 17K by establishing a compelling brand presence and staying current with industry trends.
- Increased engagement by 4.3% on Instagram by leveraging insights from social media analytics to refine content strategies.

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 in Business Administration, Marketing Management

TECHNICAL SKILLS

- Social Platforms: Instagram, LinkedIn, Facebook, X (Twitter), YouTube
- Software: Sprout Social & Employee Advocacy, Canva, Adobe Express, Critical Mention, Asana, SharePoint, MailChimp, Hootsuite & Hootsuite Amplify, Later
- Analytics: Sprout Social Reporting
- Web Tools: Website content management systems, mass email distribution systems,
- MS Office (Word, PowerPoint, Outlook, Excel, Forms)

CERTIFICATIONS

- Hootsuite Platform Certified

ADDITIONAL INFORMATION

- Successfully managed organic and paid campaigns, incorporating influencer partnerships and employee advocacy.
- Created multimedia content that increased community engagement and strengthened brand loyalty.
- Committed to crafting inclusive storytelling that resonates with diverse audiences.