

ERICA MANNEY

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Strategic marketing executive with nine years of experience in social media, content creation and corporate communications.

Specialties

- Social Media
- Email Marketing
- Content Strategy
- Brand Management
- Community Management
- Corporate Communications

Experience

Director of Content Marketing, CafeMom

March 2014-Present

Expanded existing role to include responsibility and growth of earned and owned traffic.

- Created and implemented an SEO "Boot Camp" training for editorial use; advising on best practices and new strategies.
- Streamlined for-share partnerships, reducing the number of managed partnerships while increasing overall traffic goals.
- Spearheaded marketing initiative with P&G Everyday brands, leveraging existing platforms to drive new customers to consume content and take action on a global consumer website.
- Part of the Acquisition team for Baby Name Wizard. Implemented a social media growth strategy, increasing traffic to these existing brands by 30% and growing. Re-branding strategy is currently underway.
- Collaborate with Sales Development and Content teams to conceptualize and create custom added-value programs and "big idea" cross platform proposals.

Social Media Manager, CafeMom

October 2012 - March 2014

Provide social media direction and strategy for a privately-held group of media companies dedicated to reaching women ages 18-45, including the largest online community of moms, a popular lifestyle/entertainment blog (The Stir), a bilingual mom community (MamasLatinas) and assisted in the launch of a social shopping network (The Prowl).

- Provide strategy and content curation for 30+ Facebook pages with over 20MM fans. Results included 500% growth of social media visitor traffic grew over in 15 months and a 150% increase in unique visitor traffic in 2013.
- Consult with in-house content creators to optimize blogs, challenges and images for social media distribution.
- Instituted best practices across a team of 10 social media associates, to reduce time spent managing outlets, and increased security of these highly visible outlets.
- Train and host continuing education opportunities for employees, including executives and sales.
- Launched Pinterest strategy that is experiencing growth, becoming a key traffic driver and instrumental in capturing new business deals.
- Social media integration for partnerships and advertising opportunities, as well as brand stewardship and cross-market promotion with moms, brands, celebrities and news outlets.

Digital Communications Senior Specialist, North Shore-LIJ Health System *September 2011- September 2012*

Integrated communications and marketing for recruitment, employee engagement and building the employer brand both internally and externally for the country's second-largest secular health care system with 43,000 employees.

- Grew social media platforms in six months by 141% on LinkedIn, 46% on Facebook and 35% on Twitter.
- Develop and implement communications plans for system-wide wellness initiatives, employee benefits, Talent Acquisition recruitment and retention strategies, and corporate social responsibility and diversity programs including the launch of new employee networking and business resource groups.

- Created CEO Chat; a first of its kind monthly communications vehicle for digitally disconnected employees to feel connected with the organization's vision.
- Launched system-wide wellness platform, including a large-scale social media platform on Jive and an employee fitness and walking contest.

Marketing Manager, Tutor.com

October 2008 – April 2011

Social Media and digital engagement strategist with cross-market support. These markets include students and parents of high school aged teenagers, K12-schools, libraries and the military community.

- Work has resulted in an online presence noted by the Joint Chiefs of Staff, Craigslist founder Craig Newmark and gubernatorial candidates, as well as prominent education writers for NPR, U.S. News, and the Wall Street Journal
- Launched and maintained engagement in market-specific Facebook pages, as well as cross-market Twitter, Delicious, Google Plus and YouTube accounts.
- Provided varied daily content for the corporate blog, Facebook, Twitter and website articles, with content ranging from advice on how to solve algebraic equations through commentary on educational policy debate.
- Managed editorial calendar and pitch grid for varied markets, significantly increasing internal usage of social media platforms by client services and sales teams. This effort has encouraged internal company engagement with clients, as well as has increased the effectiveness of loyalty campaigns.
- Pitched content and placement, as well as provide guest posts for strategic partners -- resulting in cross-promotion with the USO, best-selling authors, libraries and professional physics societies.
- Trained and mentored employees and company executives on social media tools, digital strategy and for professional development in the digital communications arena.

Customer Communications Manager, Tutor.com

February 2007 – October 2008

Recruited internally as the customer service and sales manager for the launch of new product for company's online tutoring service. Responsibilities included management of company's Customer Service department, as well as leading initiatives in improving the user experience and increasing loyalty and retention.

- Continuously grew customer base in an untested market from zero to 5,000+ in 2 years.
- Reported directly to Executive Management in weekly updates, forecasting and current metrics.
- Produced content and assisted in design coordination design for customer-focused website, emails, newsletters and direct mail.
- Manager of Customer Service team, responsible for individual customer response including e-mails and phone calls, outreach efforts and product quality control.

Contractor Coordinator, Tutor.com

May 2005 – February 2007

Recruited, screened and trained independent contractors for online tutoring company. This included internet marketing strategy, contact and referral source building with college Career Service offices, professional publications and organizations. Maintained contact with applicants via e-mail, phone and web conferencing.

- Onboarded over 1,500 online tutors, effectively creating platform for market growth and expansion.
- Developed new format and content for Provider Newsletter, increasing communication avenues with remote staff of 2,000.
- Assisted in design of improved application processing software.

Education

BA Anthropology, Queens College 2004

Treasurer of Anthropology Society. Award for Student Service to Anthropology Department.