

# Ericka Foster

## RELEVANT SKILLS AND SOFTWARE

Article writing, Asana, Basecamp, Canva, content management, Facebook, Gimp, Instagram, Issuu, media relations, MailChimp, MembershipWorks Microsoft Office (Outlook, PowerPoint, Excel, Teams, Word), research, press releases, Slack, social media marketing, Twitter, web management, WordPress, Gimp, YouTube

## VOLUNTEER ACTIVITIES:

Women Communicators of Austin  
Vice President of Membership  
June 2023 – June 2024

Positive Transitioning Magazine  
Managing Editor  
February 2019 - October 2022

Women Communicators of Austin  
Vice President of Membership,  
September 2020 – July 2021

Accenture Austin African American  
Employee Resource Group Co-lead  
2017 – January 2022

Financial Literacy Coalition of Central  
Texas  
Marketing and Public Relations Chair  
January 2015 – December 2017

## RELEVANT EXPERIENCE

### Content Strategy Consulting, Contractor, October 2024 to Present

- Worked with clients to create content strategy for consumer good
- Collaborate with owners to develop social media strategy

### Samsung Austin Semiconductor, Communications Professional II, January 2022 to November 2023

#### Semiconductor manufacturing arm of global technology brand with 4500 employees, contractors and vendors

- Served as point person for day-to-day communications to incorporate requests into overall communications strategy
- Created daily and weekly newsletters to inform employees and managers of corporate activities and initiatives
- Advised customers on communications tools and techniques to increase awareness and engagement
- Monitored and assessed utilization of internal communication media to determine effectiveness
- Collaborated with SMEs to development awareness strategies for heat safety, cybersecurity, environmental responsibility and more
- Collaborated with HR for initiatives that include annual employee survey, annual open enrollment, and annual performance evaluations

### Accenture, Communications Senior Analyst, May 2021 – January 2022

#### Prior Position: Communications Analyst, July 2016 – May 2021

#### Prior Position: Document Analyst, August 2014 – July 2016

#### International consulting company with focus on North America Operations (2021-2022) and Texas Medicaid (2014-2021)

- Strategically utilized intranet, email, and internal social media tools to disseminate policy information and promote employee engagement
- Collaborated across departments to deliver an effective strategy to promote engagement and policy
- Collaborate with senior leadership to align internal communications with business priorities and initiatives
- Planned and developed content for leadership meetings and town halls
- Developed project-wide Teams channel with five subchannels, as well as marketing launch and video
- Served as project manager/editor of weekly employee newsletter with an audience of 1400+

**Education and Certifications:**

- Leadership Austin, Emerge Class of 2021
- Bachelor of Science Degree, Marketing, University of Maryland – College Park

**The Cook's Nook, Social Media Specialist, January 2019 to May 2021  
Local small business incubator focusing on food businesses**

- Collaborated with owner to develop social media strategy
- Updated website events, blog, and press pages using WordPress
- Managed organic content on a Facebook, Twitter, Instagram) using Hootsuite

**Freelance Writer, Marketer, Social Media Manager, October 2001-February 2014**

- Developed communications solutions for clients according to identified target audiences and desired outcomes
- Built organic social media following by creating regular, original content for blogs, Facebook and Twitter
- Utilized analytics to assist with marketing strategy
- Identified and interviewed subject matter experts on business, health, and education issues
- Collaborated with web designers to create websites for clients
- Completed and submitted articles in accordance with target delivery dates
- Updated the website daily using basic HTML in CMS
- Utilized mass email software for public relations, fundraising, and member outreach
- Created quarterly analytics report for board members
- Maintains the email database
- Served as interim webmaster in 2011

**American Capital Strategies, Sept 2005 – Apr 2008**

- Drafted and proofread quarterly e-newsletter and marketing materials
- Assisted with drafting, editing, and distributing press releases
- Made regular website updates
- Conducted daily internet research to create report in PDF format
- Successfully supervised contractor in Chennai on daily clips process

**American Assoc. for the Advancement of Science, Jul 2002-Sept 2005**

- Posted and edited up to 40 press releases daily using HTML
- Ensured quality control by reviewing content to ensure that it met editorial guidelines
- Managed the content and design of annual meeting portals
- Maintained multi-language portal in French, Spanish, German and Japanese
- Provided one-on-one customer service to hundreds of science organizations