

# Erika Willett Kosina

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Versatile, experienced writer and content marketer with excellent project management and communication skills. Adept at balancing business needs with customer experience. As an independent problem solver, my approach is positive, solution-oriented, and data-driven.

## **Skills**

- Writing and Editing
- Content Strategy
- Marketing and Communications
- Project Management
- User Experience
- Blogging
- B2B Technology
- Storytelling

## **Professional Experience**

### **Writing and Editing**

Currently:

- Write customer stories, SEO-enhanced website content, presentation materials, and blogs for a technical B2B audience.
- Interview executives and write thought leadership articles and blog posts for clients including senior VPs at Cisco and Lenovo and CEOs at smaller companies.
- Write foundational digital marketing product copy and rich content for a range of Clorox brands.
- Advise on best practices and write LinkedIn profiles for professionals, including C-level executives.

Previously:

- Interviewed employees and wrote culture and sales best practice stories for an internal audience at Cisco and Lenovo.
- Wrote inaugural website content for a \$40 billion San Francisco-based wealth management firm and a fiscal sponsor that manages over \$18 million in revenue.
- Wrote and edited blog posts, newspaper articles, magazine articles, biographies, e-newsletters, customer spotlights, press releases, website content, case studies, and content for print-based collateral for a variety of B2B and B2C clients.

### **Content Strategy**

- Developed and executed content strategies and editorial calendars. Managed the content aspect of website re-designs: gathered, edited, and created new content.
- Created content audits, competitive analyses, and content gap analyses, enforced content guidelines for Wells Fargo Bank and other clients.
- Technology/CMS expertise: Bronto, Constant Contact, HTML, iContact, Microsoft Office, NetSuite, OptimizePress, Survey Monkey, WordPress

### **Marketing and Communications**

- Developed a metrics plan for Americas Communications at Cisco to measure the success of content platforms and strategies, made recommendations to improve engagement.
- Created a strategic plan for a B2C e-commerce company and managed the adoption and execution of this plan, including the launch of a new affiliate program. Resulted in a 5% increase in profits in one year.
- Executed the marketing and communications plan and produced all communications for an executive event (500 attendees) and engineering Webcast (3500 attendees) at Intel.
- Conducted stakeholder interviews and focus groups, co-created a marketing strategy and communications plan that unified and re-branded a five-school district.

## **Project Management**

- Oversaw the design and production of digital and print marketing materials: created and managed project work plans for website re-designs, acting as the primary liaison between clients and a cross-functional teams of in-house and agency-based designers and developers.
- Developed, implemented, and evangelized a project management tracking system.
- Produced online courses for a B2C e-commerce company: created project plans, wrote video scripts, supervised video shoots, wrote promotional materials, developed and executed marketing plans to promote the courses.
- Produced a school food summit, tech and manufacturing business summits, two technology lecture series, fundraising events for various nonprofits.

## **User Experience**

- Researched and developed strategic recommendations for corporate and nonprofit web sites, advised clients on best practices and optimization of customer experience.
- Conducted a user experience evaluation and competitive analysis, made recommendations to improve the website of a fiscal sponsor (Trust for Conservation Innovation) with over \$18 million in annual revenue.
- Worked with business units at AIG to help define the strategy and goals for their online presence, identified gaps in the user flow for job applications at AIG and made recommendations to improve the user experience.
- Analyzed customer e-mail; recommended and implemented changes on a corporate website that reduced email queries from an average of 300 to 160 messages per week.

**Clients:** AIG, Autometrix, Cisco, Clorox, Intel, Lenovo, Nevada County Economic Resource Council, Nevada Joint Union High School District, Robertson Stephens Advisors, Safeway, TraitWare, Trust for Conservation Innovation, VMware, Wells Fargo Bank, and several smaller companies and nonprofits.

## **Employment History**

- **Freelance Writer and Communications Consultant** (*San Francisco, CA and Nevada City, CA 2010 – present*)
- **Writer and Communications Consultant**, iTalent for Cisco Systems (*Remote in Nevada City, CA May 2016- July 2019*)
- **Director of Education and Marketing Specialist**, Floracopeia (*Grass Valley, CA January 2015 - May 2016*)
- **Marketing and Communications Consultant**, Nevada Joint Union High School District, (*Grass Valley, CA August 2013 - October 2014*)
- **Experience Design Consultant**, Isobar/Molecular (*San Francisco, CA 2007-2009*)
- **Website Project Manager**: AIG, White Horse, Modem Media/Digitas (*Jersey City, NJ; Portland, OR; and San Francisco, CA 2005-2007*)
- **Content Strategist**, Wells Fargo Bank (*San Francisco, CA 2004-2005*)

## **Education**

- **Teaching Credentials, Multiple Subjects and English** (*UC Davis*)
- **BA, English** (*UC Davis*)

## **Volunteer Experience**

- **Board Member and Secretary**, Sierra Commons (Co-working Space and Educational Nonprofit) 2018 – Present
- **Workshop Co-developer and Presenter**: Better Writing for Business, Sierra Writers Conference, 2018
- **School Food Committee Lead**, Grass Valley School District 2018 - 2019