

Erika Willett Kosina

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Summary of Qualifications

Erika is a versatile, experienced communications consultant with excellent writing, project management, and content strategy skills. She has deep experience in the B2B technology space, as well as experience writing for the finance, consumer retail, manufacturing, and several other industries. Erika draws on a strong foundation in user experience (UX), and brings a positive, proactive, collaborative approach to all of her clients.

Skills

- ✓ Writing and Editing
- ✓ Content Strategy
- ✓ Marketing and Communications
- ✓ Project Management
- ✓ User Experience
- ✓ Blogging
- ✓ Workshop Facilitation
- ✓ Technology Skills: HTML, WordPress, various CMS

Clients

- ✓ AIG
- ✓ Cisco
- ✓ Clorox
- ✓ Equinix
- ✓ Google
- ✓ Intel
- ✓ Lenovo
- ✓ Portland General Electric
- ✓ Safeway
- ✓ VMware
- ✓ Wells Fargo Bank

Industries

- ✓ Technology (B2B)
- ✓ Manufacturing
- ✓ Consumer Retail
- ✓ Education
- ✓ Energy
- ✓ Finance
- ✓ Natural Healthcare
- ✓ Nonprofit
- ✓ Public Sector

Professional Experience

Writing and Editing

- Write SEO-enhanced website content, case studies, and blogs for a technical B2B audience.
- Conduct interviews and write thought leadership articles, blog posts, and LinkedIn profiles for clients that include senior VPs at Cisco, Equinix, Lenovo DCG and C-level executives at smaller companies.
- Researched and wrote a white paper for a C-level audience at a large tech company on best practices for bringing a global extended workforce back into the office post-pandemic.
- Wrote B2C website content to reflect a new brand and content structure for an energy company (Portland General Electric), synthesizing feedback from subject matter experts in different lines of business.
- Wrote inaugural website content for a \$40 billion San Francisco-based wealth management firm (Robertson Stephens Advisors) and a fiscal sponsor (Trust for Conservation Innovation) that managed over \$18 million in revenue.
- Wrote and edited blog posts, newspaper + magazine articles, biographies, e-newsletters, culture pieces, customer stories, press releases, SEO website content (including foundational digital marketing product copy and rich content), case studies, and content for print-based collateral for a variety of B2B and B2C clients in the consumer goods, retail, manufacturing, and tech industries.

Content Strategy

- Advised Equinix on blog content for their website.
- Developed and executed content marketing 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.

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 (Floracopeia) and managed the adoption and execution of this plan, which 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 (Nevada Joint Union High 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.
- Produced online courses for a B2C e-commerce company: created production and marketing plans, wrote video scripts, supervised video shoots.

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.

Workshop Facilitation

- Designed and led brainstorming and problem-solving workshops. Topics and clients have included communications and process improvement for Liz Claiborne, achieving economic resiliency in a rural community for Sierra Commons, and establishing a business strategy for an e-commerce company (Floracopeia).

Employment History

<u>Company</u>	<u>Last Position Held</u>	<u>Dates</u>
• HCL	• Content Strategist and Business Consultant	• 2021 – present
• CXO Communication	• Content Strategist	• 2021 - 2021
• Freelance	• Freelance Writer & Communications Consultant	• 2010 – 2021
• HCL/PGE	• Copy Writer (contract)	• 2020 – 2021
• ProResource	• Writer & LinkedIn Consultant (contract)	• 2019 – 2021
• Cisco Systems	• Writer & Project Consultant (contract)	• 2016 – 2019
• Floracopeia	• Director of Education	• 2015 – 2016
• Nevada Joint Union High School District	• Marketing & Communications Consultant (contractor)	• 2013 – 2014
• Isobar/Molecular	• Experience Design Consultant	• 2007 – 2009
• AIG	• Relationship Manager	• 2007 – 2007
• White Horse	• Interactive Project Manager	• 2006 – 2006

- Digitas/Modem Media
- Wells Fargo Bank
- EnterComm
- Liz Claiborne
- Intel
- Scient
- Delivery Manager
- Content Strategist
- Senior Project Manager
- Project Manager
- Communications Program Manager (contract)
- Content Strategist
- 2005 – 2005
- 2004 – 2005
- 2003 – 2004
- 2003 – 2003
- 2002 – 2003
- 2000 – 2001

Education and Certificates

- **BA, English** (*UC Davis*)
- **Teaching Credentials, Multiple Subjects and English** (*UC Davis*)
- **Strategy of Content Marketing Certificate**, (*UC Davis via Coursera*)

Volunteer Experience

- **Board President**, Sierra Commons (co-working & small business education nonprofit), 2020 – present
- **Board Secretary**, Sierra Commons, 2018 - 2020
- **Workshop Co-developer and Presenter**, Better Writing for Business, Sierra Writers Conference, 2018