

# ERIKA SIEGFRIED

PR, MARKETING & COMMUNICATIONS SPECIALIST

## CONTACT

610-209-7120 | Wayne, PA

erika@erikasiegfried.com

erikasiegfried.com

## PROFILE

A dedicated, responsible, resourceful, and innovative MarCom professional who strives to facilitate an atmosphere of mutual respect and partnership. An exceptional communicator with a caring and diplomatic manner who has a flare for classic style and elegant design.

## SKILLS

- AP Style, copywriting, scriptwriting, press releases, public speaking, multi-media journalism, editing content for publications and websites.
- *Programs:* Mailchimp, Constant Contact, Cision PR Newswire, Microsoft Office Suite, Outlook, Salesforce, Adobe Premier, Photoshop, XD & InDesign experience.
- *Social Media:* Meta, (Facebook & Instagram), YouTube, Twitter, Snapchat, Buffer, LinkedIn and HootSuite.

## EXPERIENCE

### Found Artists, New York, New York

*Director of Publicity & Marketing*, September 2018 – December 2022

- Responsible for all external communications, including strategy, writing/editing, and distribution of communication/marketing materials.
- Sole management of @FoundArtists on Instagram (13k followers) Facebook (2k followers), Twitter (3k followers) and LinkedIn (1k followers) and blog.
- Plan and create social media and editorial calendar for 300 posts annually.
- Create and implement digital ad and social media ad campaigns.
- Identified, created, and closed opportunities in untapped “discovery” markets such as digital artists, directors, animation, and production studios leading to \$127,965 in revenue (09/2018-03/2020).
- Created a sales pipeline and drove sales cycles through extensive research, prospecting, and deliberate follow-up. This includes creative briefs and copywriting for the design team.

### Agency Access, New York, New York

*Director of Marketing*, June 2022 – December 2022

- Agency Access is Found Artists’ sister company. Manage all marketing department’s assets, efforts, and team members (3) including budget, digital media metrics, and performance analytics. Report data to the CEO & CFO on bi-weekly basis.
- Responsible for strategic planning and execution of all marketing & communication initiatives including copywriting for digital newsletters, monthly digital promotions and emailers, and paid media efforts.
- Lead a rebrand in September 2022 from a full-service marketing platform to a prospecting database service. This included product [service] development, copywriting, and communication strategy.
- Introduced content-driven marketing initiatives for new subscriptions through blog and newsletter which resulted in a 47% increase in new business MRR over a six-month period.
- Maintain an internal prospecting database of over 70k sales leads and established weekly engagement opportunities for new customers such as drip emails, webinars, and social media “live.”

## EDUCATION

Villanova University, M.A.  
Communication, 2022

West Virginia University, P.I. Reed  
School of Journalism, B.S. in  
Journalism, 2012

Dayton Communications,  
Voice/Presentation Training, 2014

Radnor High School, 2008

## VOLUNTEERISM

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Aronimink Golf Club, Member  
Experience Committee 2019-Present

Junior League of Philadelphia,  
Focus Fundraising Committee, 2017-  
2021

The Young Friends of Rittenhouse  
Square, 2017

The Young Friends of the Academy  
of Music, 2013, 2016

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## **Upland Country Day School, Kennett Square, Pennsylvania**

***Asst. Director of Marketing***, October 2020 – June 2022

- Manage and update school website through Blackbaud computer software.
- Plans and creates content for weekly digital newsletter distributed to ~500 parents, students, and board members.
- Plans and creates content for social media including Facebook (1500 followers) & Instagram (1k followers).
- Create, implement, and manage Google Ad campaigns, digital media ads and creates/purchases print ads in local publications.
- Assist with Parent's Association & Marketing events.
- Organizes and plans annual school magazine including copywriting, image selects and printer coordination.
- Writes and distributes press releases to local media, Garnered media placement for school events/ initiatives.
- Presents quarterly reports to the Board of Trustees' Marketing and Admissions Committee.
- Works in tandem with Director of Admissions to encourage retention and enrollment.
- Supports Advancement & Alumni Relations office through marketing efforts and promotional materials.

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## **Erika Siegfried Creative Marketing & PR, LLC., Wayne, Pennsylvania**

***Founder & Executive Director***, September 2018 – Present

- Represents +/-12 small businesses including creative agencies, visual artists, and commercial photographers to design and implement strategic marketing and communication campaigns spanning print, digital, web and social media.
- Conceptualizes and ensures complex communications/marketing collateral content is accurate, relevant, and consistent in terms of style, quality, tone of voice, and which optimizes market awareness of clients' products and/or services.
- Emphasis on earned media placements through strategic and timely press releases surrounding current events/ trending topics in today's news landscapes.
- Earned media placement in Main Line Today, Philadelphia Style Magazine & Philadelphia Inquirer
- Leads projects from inception to execution including but not limited to project planning, resource planning and communications planning, managing changes to the project scope.
- Creates and manages budgets & timelines to ensure approved creative concepts and communication plans are captured within clients' scope of work.
- Analyzes and guides the development of performance metrics to track and assess the effectiveness of assigned marketing & communications plans.
- Manages clients' internal databases of relevant media contacts at local and national media outlets and trade publications in addition to clients' prospect sales lists.

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## **Wonderful Machine, Conshohocken, Pennsylvania**

***Publicist & Marketing Director***, February 2015 – August 2018

- Oversaw 600+ commercial photographers marketing efforts to develop and refine their brand, coordinate and connect with clients in the advertising sector.

- This includes creating and managing budgets & timelines to ensure approved creative concepts are captured within client's scope of work. Achieved 160%+ of monthly consulting quota. Manage internal graphic design, marketing and photo editing departments to ensure clients' needs are communicated, understood and fulfilled.
- Log billable hours, collect payment information and submit monthly invoices to business manager for processing.
- Responsible for writing for and copy-editing the Wonderful Machine blog, including photographer news, industry updates, press releases, consulting and expert advice articles. Blog gets 110k page views annually. Generate content for social media and client case studies.

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### **MyNEWPhilly, Philadelphia, Pennsylvania**

***Host/Producer***, December 2014 – December 2015

- MyNEWPhilly is a digital social media startup. Create content, handle logistics and produce six video segments including #GiveLoveGetLove, *Kite&Key*, *theRx* and *VIPphilly*.
- Manage social media for MNP's 12+ segments including images, videos, tweets and mass emailer promotions on Instagram & Twitter.

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### **Blue Ridge Cable 11 News, Ephrata, Pennsylvania**

***Reporter/Anchor & Producer***, April 2013 – January 2015

- Serve as the solo anchor and producer Monday through Friday's evening news.
- Cover breaking news and find ways to localize national and state issues. Gather facts, interview sources, write and produce a minimum of six stories per day.
- Schedule interviews and meetings with sources, write questions to gain facts, delegate/distribute stories to four news team members and send them out in the field with questions, cameras/equipment. Adhere to strict deadlines to have stories completed for the live broadcast.
- Developed more than 200 expert sources/contacts in politics, law enforcement, education, healthcare and other professions.