

# Erica Chase

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## DIGITAL MARKETER

### EXPERIENCE

#### **Digital Marketing**

Nestle USA, Oakland— JUNE 2015 - PRESENT

- Worked on all of the brands in Nestle Ice Cream Division, a \$3.9 billion dollars business, including Häagen-Dazs, Dreyer's / Edy's, Drumstick, and Outshine Fruit Bars.
- Managed organic content, social listening, and monthly reporting for multiple ice cream brands with 3MM+ community increasing organic reach and engagement over 10x.
- Coached 24/7 support team on response protocols and brand voice, helping move the team from robotic, corporate responses that direct customers to a phone number, to natural responses in brand voice that handle customer complaints through the social platforms.

#### **Social Media and Communications Specialist**

American Red Cross, Los Angeles— MARCH 2014 - JUNE 2015

- Grew social media and web presence of Red Cross Los Angeles Region, doubling followers, reach and engagement on all social platforms via campaigns and social listening.
- Increase the social footprint of the Red Cross LA by developing and leading several classes to educate volunteers and staff on how to use social media to promote the cause.
- Managed volunteer team of designers, executing marketing projects and the volunteer newsletter.
- Led the mobile first redesign of PrepareSoCal.org, working with an agency partner to update the site to a mobile optimized Wordpress CMS.

#### **Social Media and Marketing PM**

Captain Marketing, Los Angeles— MARCH 2013 - FEBRUARY 2014

- Redesigned the Social Media packages offered to conform to new best practices, resulting in a 33% increase in customer retention.
- Oversaw and managed projects for the Social Media and Web Development departments, led a team of six Social Media Community Specialists.
- Managed web development projects, which involved developing targeted marketing content, design optimized for conversion, and SEO optimization and keyword integration.

### EDUCATION

#### **UC Berkeley** — *B.A. Interdisciplinary Studies*

Coursework in creative writing, virtual communities, and computer mediated communications. Math coursework, including Statistics, Differential Equations and Intermediate Calculus.

### SKILLS

Enterprise level social media tools: Spredfast, Tracx, Opal Social | Email Marketing: MailChimp, Constant Contact | Adobe Creative Suite | HTML, CSS, Wordpress CMS, Drupal CMS

### AWARDS

Nestlé 2016 Operational Master Plan Award (Chairman's Award) for Digital Communications