

ERICA RAWLINS



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COMPETENCIES

Strategic Communications Planning
Graphic Design
Newsletter Development
SharePoint Management
Copy & AP Style Writing
Social Media Management
Event Planning & Management
Research & Analysis
Media Relations

SKILLS

Adobe InDesign ♦ Affinio ♦ CapCut ♦
Canva ♦ Cision ♦ Crello ♦ Critical
Mentions ♦ Google Analytics ♦
Hootsuite ♦ HTML & CSS ♦ Muck Rack
♦ Gorkana ♦ Sprinklr ♦ TikTok ♦ Wix ♦
WordPress ♦ Constant Contact ♦
YouTube ♦ SharePoint

EDUCATION

Syracuse University
M.S. | Public Relations
M.A. | International Relations

Clark Atlanta University
B.A. | Mass Media Arts: Public Relations

Lead PR & Communications Manager, May 2024 – Present

AT&T

- Led annual CSR 360 campaign, *12 Days of Cricket* awarding over \$100,000 to Boys & Girls Clubs of America families
 - 2024 campaign garnered 21 traditional media hits with 1.1M+ impressions; a YOY increase of 15% and 96% respectively
- Draft communication plans for Cricket and AT&T Prepaid device and product announcements; draft reactive statements for media inquiries about offer changes
- Pitch media advisories for amplification of sponsorship, CSR, device deals, new store openings announcements, and employee first storytelling
- Organized six experiential learning activities for Boys & Girls Clubs teen members via retail store visits and College 101 panel discussions featuring Cricket HBCU Campus Ambassadors
- Wrote and published nine press releases and seven blogs SEO-optimized for the [Cricket newsroom](#)
- Curate and manage pitch lists via Muck Rack for proactive pitching opportunities

External Communications & PR Manager, August 2022 – May 2024

AT&T

- June 2023-2024 led content production and copy writing for [Cricket Wireless corporate LinkedIn page](#). Efforts led to 99.06% sentiment, 13.26% engagement rate and 237.25K impressions
 - Draft and edited LinkedIn post copy for Cricket chief marketing officer
- Produced 10 videos featuring the Cricket [HBCU Campus Ambassadors](#) generating 113.6K organic impressions, 58.78K video views, 97.6% positive sentiment and 4% (avg) cross-channel engagement rate between Instagram and LinkedIn
- Wrote three device press releases for the [AT&T newsroom](#); 17 blogs and 15 press releases for the [Cricket newsroom](#)
- Drafted and pitched media advisories for amplification of sponsorship, CSR, device deals, new store openings announcements and executive thought leadership
- Led annual CSR 360 campaign, *12 Days of Cricket* awarding over \$130K to Boys & Girls Clubs of America families
 - 2023 campaign garnered 18 traditional media hits with 384K+ impressions
 - Raised \$2,867 for BGCA through fundraising, exceeding donation amount by 130% YOY
- Managed editorial calendar highlighting field marketing, CSR, social and sponsorship efforts in quarterly Smiles for Miles blog

Internal Communications & PR Manager, October 2020 – August 2022

AT&T

- Edited press releases and 80+ weekly employee newsletters
- Co-produced 14 video education series (*Green Couch Conversations* and *Leadership Lounges*) reaching 90% of employees and driving 69% employee engagement
- Executed intranet migration to SharePoint site tailored to 900+ employees featuring executive spotlights, Smile On Crew brand ambassadors, corporate news, DEI initiatives and more
- Executed 12+ internal in-person and virtual events (i.e., town halls and professional development series)
- Developed 30+ infographics to increase engagement and promote the AT&T Prepaid Portfolio's volunteerism efforts, leadership spotlights, company events and town hall recaps
- Managed 15 employee brand ambassadors – while writing 15 posts for a DEI blog series

Client Services Intern, January 2020 – March 2020

APCO Worldwide

- Monitored media engagement and generated media lists for four clients' events and initiatives
- Researched and developed content ideas for 10 weekly employee newsletters
- Managed client social media and editorial content for LinkedIn and Twitter

PR & Digital Marketing Intern, June 2019 – August 2019

The Brandman Agency

- Authored 10 articles as a contributing writer for the [Travel Curator](#)
- Managed press clippings across 16 luxury accounts, ensuring accurate reporting of media coverage
- Developed four media profiles of writers and influencers, supporting strategic and targeted media outreach