

Erika Howard

Social & Digital Communications | Executive Voice | Audience Insight
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SUMMARY

Social & Digital Communications professional with 6+ years translating complex legal, public policy, and technology topics into clear content. Led multi-channel strategy across a 100+ organization network, supported executive voice, and used audience evidence to increase engagement by 30%.

SKILLS

Digital & Editorial: Social strategy, web, email, executive voice, policy translation, issues-sensitive editing

Analytics & Audience: ActiveCampaign, opens and clicks, audience feedback, segmentation, campaign performance

Production & Tools: Final Cut Pro, video production and editing, Adobe products, AI-assisted workflows

EXPERIENCE

Westmarch Consulting

San Francisco, CA

Operations & Automation Consultant

01/2024 - Present

- Advise social-impact and professional-services clients on communications and workflow improvements, translating complex internal processes into clear external communications for non-technical audiences.
- Produce and edit Proficere video advertisements and training videos in Final Cut Pro; use low-code and AI-assisted tools to build reliable content-review and handoff systems.

Legal Aid Association of California

Berkeley, CA

Communications and Development Coordinator

04/2022 - 01/2024

- Led social and digital strategy and editorial writing across web, email, and social media for 100+ member organizations; increased audience engagement by 30% and individual donations by 15%.
- Supported executive voice for LAAC's Executive Director by drafting and editing leadership communications and managing segmented distribution to thousands of subscribers, executive directors, and member organizations.
- Used ActiveCampaign reporting, opens and clicks, campaign-performance signals, audience feedback, and a statewide member survey to refine content and program priorities.
- Authored and reviewed issues-sensitive public policy content, using cross-functional coordination to manage approvals while maintaining accuracy, voice, and message discipline.

Senior Training and Communications Associate

10/2019 - 04/2022

- Led policy translation with California state agencies, turning new statutes and rules into clear public materials and training requirements for attorneys and legal-services organizations.
- Led communications and delivery for 30+ trainings and conferences and edited LAAC training videos in Final Cut Pro.
- Built a SQL and Python workflow for 2,000+ certificates annually, replacing a handwritten process and saving hundreds of staff hours.

Training and Communications Assistant

10/2019 - 10/2019

- Supported participant communications, materials, data quality, and follow-up for statewide legal training programs.

Silicon Flatirons

Boulder, CO

Event Assistant

12/2018 - 07/2019

- Supported five technology and technology-policy events for 300+ attendees, coordinating speakers, logistics, and executive-facing program materials.
- Supported executive lectures involving technology CEOs and entrepreneurs for MBA students, aligning speaker materials and logistics with program goals.

EDUCATION

University of California, Berkeley

BA, Legal Studies | 2020

VOLUNTEERING

Schweizer Alpen-Club SAC

Annual Hut Keeper Volunteer