

Erica Tingler

Senior Marketing
Communications Strategist

CONTACT

Phone

330- 697-3905

Email

ericajtingler@outlook.com

Address

Rockville Maryland 20852

SKILLS

Writing

Internal/External B2C & B2B
Communication Best Practices

Creative Cloud Expertise

Media Integration

Brand Consistency

Updating Documentation

Editing

Editorial Calendars & Strategic
Planning

CERTIFICATIONS

Business of Consulting Training, Tower
Willis Watson

Certified Employee Benefits
Communication Certification (CEBS)

REFERENCES

References available upon request.

PROFESSIONAL PROFILE

Experienced, strategic, and tactical marketing and internal/external communication leader—strategist, mentor, video producer, script writer, and editor skilled in developing effective, integrated sales support tools, and communication and marketing campaigns with diverse teams at the enterprise level of corporate, scientific, health care, government, non-profit, and association clients as well as Fortune 500 companies. Experience creating life cycle communication plans that drive not only revenue but optimize public health impact. Skilled storyteller adept at conveying internal and external value propositions with extensive experience in launching marketing campaigns that foster digital communities and drive business growth. Proven track record of leading teams to successful outcomes, leveraging market insights and understanding of current trends to improve ROI. Experienced in digital marketing, content creation, and public relations initiatives. Adept at leveraging digital analytics to measure and optimize marketing campaigns.

PORTFOLIO

[Marketing and Communication Portfolio](#)

CLIENTS

Mayo Clinic, D.C. Department of Health, Department of Veteran Affairs, American Society of Hematology, U.S. Environmental Protection Agency

EXPERIENCE

United States Pharmacopeia, Rockville, MD

Senior Marketing Communication Manager, July 2021 – Feb 2024

- Manage and drive existing and new product offerings through creative marketing efforts by identifying potential customer needs.
- Design comprehensive communication strategies integrating academic, digital, social and website assets and plan, prepare and deliver internal training
- Create and execute an editorial calendar connecting projects to goals, values, and mission objectives
- Write, proof, and edit distilled copy that conveys complex scientific principles to B2B and lay people
- Guide designers to ensure contemporary, brand-aligned graphics and creative for video, audio, animation, print and digital media
- Apply metrics and data to methodically to analyze, modify, and improve messaging, placement and timing of communications across platforms including building communities around social media tools

- Collaborate with customer development team and internal stakeholders (lab operations, marketing communications, stakeholder engagement, market intelligence, legal, finance, science, etc.) to ensure maximum business and public health impact

Montgomery County Public Schools, Bethesda, MD

Pandemic Virtual English Teacher, Jan 2021 - Jun 2021

- Taught secondary students English, history and other humanities in support of remote learning Tutored college applicants to create, refine and submit college essays

Infina, LTD, Tysons, Virginia in support of the FAA

Senior Communication Strategist, Nov 2019 - Jun 2020

- Lost job to COVID 19
- Lead Concept of Operations effort to transition FAA from legacy to digital electronic systems
- Developed internal marketing campaigns to communicate change management plan to employees
- Wrote video scripts, training materials, web content, newsletters, and concept white papers
- Mentored new and junior colleagues
- Served on digital creativity team

Faircount Media and QuestCom Communication Services, Tampa, FL

Copywriter/Editor, Apr 2010 - Oct 2019

- Clients include **American Society of Hematology & D.C. Dept of Health**
- Distilled dense and difficult scientific information into accessible language/formalize data for SMEs
- Wrote compelling, technically accurate, original, audience-sensitive copy
- Designed, budgeted, and managed communication strategies and their multi-media components
- Created and managed digital media tools: scripts, digital stories, blogs, RSS, SEO, social media

Avanti Corporation, Alexandria, VA in support of the EPA

Strategic Communications Manager, Aug 2010 - Jan 2012

- Managed creation of E.P.A Compliance Platform, designed user interface (UI) and documentation
- Lead team of subject matter experts and design vendors to catalyze enterprise data solution
- Mentored junior-level copywriters and editors

Willis Towers Watson, Cleveland, OH

Healthcare/Benefits Senior Consultant, Sep 2006 - May 2008

- Provided strategic consulting to advance internal and external organizational and communication initiatives of Fortune 500 companies including internal and external communication audits to scale solutions to enterprise-level

- Developed strategies to promote employee engagement and recruitment with value propositions
- Researched and wrote compelling, technically accurate copy for communication tools

Stark State College of Technology, Canton, OH

Faculty, Sep 1998 - Jun 2006

- Taught College Composition, Reading for Critical Analysis, Business Communication, Effective Speaking, Composition and Literature, and Technical Communication to adult students
- Taught Early College High School program to at-risk secondary students
- Mentored new teachers and managed team of satellite program instructors
- Trained general studies faculty to initiate a portfolio assessment system
- Designed rubric methodology for narrative evaluation of student work
- Assisted students in software use including MS Office Suite and other business applications

Record Publishing, Kent, OH

Correspondent/Reporter, Oct 1996 - Sep 1998

- Provided reporting services in education, business, and the arts

EDUCATION

Kent State University, Kent

Bachelor of Science, Communications, English, Jan 1990

University of Maryland, College Park

Organizational Leadership, current student