

Ericka Jankauskiene

Marketing and Communications Specialist

Chicago, IL

ericka.jksn@gmail.com

(503) 619-7822

Authorized to work in the US for any employer

Work Experience

Marketing Communications Specialist

Incubator LLC - Chicago, IL

February 2019 to Present

- Support communications efforts across all channels including internal and external
- Support content strategy development and execution, including planning, creating, and managing the publishing of content
- Customer service communications regarding Incubator apps
- Build relationships with reporters and media outlets that cover topics related to venture, technology, cyber-security, and start ups
- Social media planning and posting
- Weekly social media reporting and analytics
- Weekly Google Analytics reporting
- Competitor analysis reporting
- Communications strategies to engage customers in feedback, reviews, questions about products, etc.
- Manage Incubators' digital platforms (website, Twitter, Facebook, LinkedIn)

Content Marketing Specialist

Cobalt Communications - Remote

August 2017 to December 2017

- Be the key driver of social media and content marketing, ensuring quality content is constantly being posted on our social sites and blog
- Monitor performance of all content and social media analytics reports
- Create and publish monthly newsletters about new releases and current projects
- Develop creative visual and written content on our social media sites that drive user engagement
- Create blogs and video content that we can use to generate organic traffic
- Create case studies and get customer testimonials that would appeal to user base

Content Marketing Specialist

DishMe - Sydney NSW

January 2017 to June 2017

- Assist in creating all sales collateral, presentation and trade show marketing materials
- Always think outside of the box and cultivate new ideas that Dish Me can utilize
- Manage media connections to get coverage and attention on Dish Me
- Have an entrepreneurial mindset and problem solving abilities to get the job done

- Content creation and strategy planning
- Planning and posting social media

Training Coordinator/Administrative Assistant

Geigle Safety Group - Beaverton, OR

July 2015 to October 2016

- Complete post course/event follow-up activities (e.g. preparing course certificates; verifying attendance records).
- Assist with the evaluation and reporting of effectiveness of communication projects, education courses and special event activities.
- Answer member questions about continuing education courses/association events and course/event registrations. Complete registrations on an as needed basis.
- Direct members to the appropriate staff member or state agency for complex questions.
- Nurtures positive and collaborative working relationships.
- Build on and improve our framework for measuring, tracking, and analyzing training effectiveness; support individual evaluations and feedback methods to measure individual success and recommend training interventions.
- Participate in development teams and/or forums as recommended by management.

Education

Bachelor's in English / Writing

Eastern Oregon University

Skills

- Microsoft Office, OneDrive, Microsoft Outlook, Envato, Google Chrome, OneNote, Prezi, WordPress, SquareSpace, Zoom, Trello, Asana, Adobe CC, Photoshop, Premiere Pro, Agile CRM, Google Analytics
- Social Media