

ERIN WICKERING

Content Creator



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www.erinwickering.com

SUMMARY

I am a writer, storyteller, and creator that loves engaging people and solving problems with great content.

I have over twelve years of experience writing and speaking about insurance, employee benefits, and financial services. I understand complex industries and know how to make content accessible to consumers.

CORE COMPETENCIES

Writing and Editing

Project Management

Content Strategy

Marketing, PR, and Branding

Relationship Building

TECHNICAL PROFICIENCY

Word, Excel, PowerPoint

Acrobat, Photoshop, InDesign

Wordpress

SharePoint and WorkFront

Salesforce Marketing Cloud

Social Media

HTML

EDUCATION & ACHIEVEMENTS

B.S. in Marketing, Iowa State University

Certificate in Design Thinking and Creativity for Innovation

American Marketing Association Member

In Progress: Professional Certified Marketer, Content Marketing program

PROFESSIONAL EXPERIENCE

FREELANCE

● **Writer, Editor and Communication Consultant**

- Increase your customer loyalty using dynamic content
- Engage your prospects by making complex information simple and accessible
- Put your readers at ease with strategic use of storytelling and humor
- Build your brand through your style and voice, or help you establish them

HUB INTERNATIONAL

● **Communication Editor**

- Increase clients' employee engagement by writing impactful content for a range of communication mediums, including print, digital and video
- Deliver effective messaging by collaborating with designers and account teams to develop and execute content ideas
- Maintain award-winning communication standards by editing copy for style, consistency, readability, accuracy and grammar

MERCER

● **Marketing Communication Team Leader**

- Enhanced the benefits experience for over 1,000,000 employees across 200 clients through the creation and delivery of thoughtful communications
- Engaged readers and drive enrollment with dynamic messaging and design
- Increased communication quality and value through effective strategy

● **Chair, Accessibility and Inclusion Business Resource Group**

- Drove company culture of diversity and inclusion by increasing awareness of issues facing colleagues living with disabilities and other chronic conditions
- Engaged members with meaningful communication and events
- Increased community support through partnership with local organizations

● **Marketing Communication Coordinator**

- Successfully implemented communication plans for over 100 clients
- Enhanced the Mercer brand through the use of consistent style and voice
- Executed quality and timely delivery of all projects while managing a heavy workload with tight deadlines

● **Communication Specialist**

- Managed customer relationships through concise, professional communications
- Increased customer loyalty by providing information in an accessible manner

● **Senior Customer Service Specialist**

- Maintained company reputation of service excellence by providing insurance and benefits expertise to customers and resolving their issues
- Built relationships with customers and colleagues to resolve complex issues

VOLUNTEER EXPERIENCE

● **NEW LEADERS COUNCIL | Des Moines Chapter Director**

● **CENTRAL IOWA SHELTER & SERVICES | Fundraising Event Co-Chair**

● **DES MOINES MUSIC COALITION | Marketing and Development Committees**

● **BALLET DES MOINES | Grant Writer**