

ERICA FOUTS

WORK EXPERIENCE

Drunk Elephant

Global Social Content Manager: March 2025 – Present | Content & Community Associate Manager: November 2022 – March 2025

- Conceptualize, produce, edit and publish socially native content specific to individualized channel strategy
- Produce and manage asset production for cross-functional departments, including but not limited to US Marketing, Global Marketing, Paid Media and Global Social Media
- Manage all content production streams with content creators and freelancers, including writing briefs, selecting talent and reviewing/approving content
- Deliver highly engaging, educational and entertaining content to drive conversion for multiple disciplines within organization to drive business
- Analyze content and campaign performance on global social channels and provide recommendations for future content
- Research content best practices and emerging trends and apply to lo-fi content strategy

Pvolve

Social Media Assistant Manager: February 2022 – November 2022 | Social Media Assistant: May 2021 – February 2022

- Owned organic social strategy, executing across Instagram, TikTok, Facebook, LinkedIn, and Twitter
- Worked cross-functionally with Creative and Production teams to create dynamic, educational Instagram content, increasing and maintaining engagement rate of above 3% for duration of tenure and growing following by 5%
- Wrote copy for all organic social posts, infusing both education on health and wellness and key brand messaging
- Executed influencer strategy by pitching brand to target creators, nurturing relationships with active influencers, reporting on earned media, and supporting paid campaigns owned by partnering agency, reaching audience of 50M in 2022
- Analyzed and reported on performance metrics across all channels on a weekly and quarterly basis for leadership and investors
- Managed community by addressing follower questions and feedback via Instagram DM, Facebook Group, and Facebook Business Manager

bareMinerals

Global Social Media Intern | January 2021 – May 2021

- Conducted social listening research for upcoming product launches and determined how the brand can differentiate among competitors
- Pitched creative ideas for social media campaigns and content to be added to monthly briefs
- Tracked owned and earned media for recent product releases and presented findings to Global Social Media team
- Recorded performance metrics for Instagram, Facebook, and Pinterest to be analyzed by management

Crabtree & Evelyn

Social Media Intern and Content Manager | May 2020 – August 2020

- Contributed to a 726% increase in TikTok following by establishing partnerships with niche influencers
- Produced original copy, photo, and video content for Instagram, TikTok, and Pinterest to maintain engagement rates
- Analyzed social strategies by conducting algorithm research and reporting campaign performance to U.S. and U.K. teams
- Aligned Pinterest messaging with rebranding by creating new boards and removing previous marketing communications

LEADERSHIP EXPERIENCE

The Lexington Line

Editor in Chief: December 2019 – December 2020 | Editorial Director: August 2019 – December 2019 | Assistant Beauty Editor: August 2017 – December 2019

- Led weekly staff meetings to address creative direction, editorial pitches, event planning, and social media presence
- Oversaw all print and web copy by guiding staff through the editorial process
- Produced original copy, photo, and video content for the bi-annual print magazine and *The Lexington Line* website
- Managed the Social Media team by owning the content calendar, growing Instagram following by 19% in 18 weeks
- Aided in a 1000% increase in website pageviews between 2018 and 2019

EDUCATION

LIM College

Bachelor of Science in Fashion Media; minor in English
Cumulative GPA: 3.96 | Fashion Scholars Honors Program

August 2017 – May 2021

SKILLS & EXPERIENCES

Proficiencies: Microsoft Office; Adobe Suite; Final Cut Pro; Instagram; TikTok; LinkedIn; Facebook; Twitter; YouTube; Pinterest; Facebook Business Suite; Later; Dash Hudson; Content Cal; Empilfii.io; Squarespace; WordPress; Wix

Experiences: Editor in Chief of the *Daily Front Row*'s 2020 LIM College student insert; Fashion Scholarship Fund 2021 Recipient