



# ERICA LAUREN ORTIZ

Digital Producer & Creative Brand Strategist

I am currently seeking stimulating opportunities where I can help brands grow digitally and authentically, providing quality multichannel online experiences.

## APPS & SKILLS

- Wordpress
- Adobe Creative Suite
- Microsoft 365
- Smartsheet
- Salesforce
- G-Suite
- Social Media
- Hootsuite
- Later
- Pardot
- Ontraport
- MailChimp
- Constant Contact
- Zapier
- Cvent
- Crowd Compass
- Final Cut Pro
- Kicksta

## HONORS & AWARDS

National Board Member– NAACP Board of Directors

National Finalist, Top 20 Female Entrepreneurs, ELEVATE Fueled by Fairfield Inn & Suites

Medgar Evers Youth Leadership Award

## EXPERIENCE

### Senior Director, Digital Marketing & Strategy

*Odyssey Media, West Palm Beach, FL, February 2015 – present*

- Member of the Executive Team & Senior Leadership
- Supervised roll-out of consumer membership platform, grossing \$18,000+ in Week 1
- Designed & Supervised Development of company website(s), increased monthly views to over 12,000
- Creative director and supervisor for all digital marketing and communications, including website (WordPress), collaterals, proposals, social media, email marketing and CRM/marketing automation system (Salesforce, Pardot)
- Supervises and executes all onsite video production, A/V, photography and digital registration at live events, including a multi-million dollar 650-person conference and multi-stop international tour (4,000+ attendees)
- Led roll-out and engagement strategy for conference app, with over 97% adoption and 55.2K active minutes during one-week event
- Supervised up to 5 full-time employees & 20-30 contractors yearly

### Co-founder and Chief Operating Officer

*Tranquil Water NY, Inc., New York, NY, June 2012-May 2015*

- Executive Officer/ Co-Owner of Brand Management Company
- Created digital brand strategy for high profile, VIP clientele including Grammy Winner Mario Winans, multi-billion-dollar investment group Mirach Capital Group, UMBC Dept. of Theatre, among others.
- Lead graphic & web designer, produced film & TV segments, social media campaigns, organized events

### Patron Service Coordinator

*Theatre Development Fund/TKTS, New York, NY, June 2009-February 2012*

- Launched program as first manager of this new department
- Hired, managed, trained and scheduled a team of 16 walking Broadway concierges at TKTS booth in Duffy Square
- Interacted with 1000+ of patrons daily at TKTS booth and 10,000+ online patrons using social media
- Assisted Q/A, content development, and U/I in launch of 1st TKTS app

## EDUCATION

**Univ. of MD, Baltimore County (UMBC)** Baltimore, Maryland  
B.F.A., Acting, Cum Laude 2006

**Harvard Business School** Boston, Massachusetts  
NAACP Retreat, Executive Education 2004 & 2005

**Hammond High School** Columbia, Maryland  
High School Diploma, MD Certificate of Merit 2001