

# ERIKA LINDQUIST

Community Manager and Content Creator

---

New York, United States | 978-500-2874 | enlindquist@gmail.com |

---

## PROFESSIONAL PROFILE

Community manager and content creator with experience engaging with and learning from diverse groups with the goal of strategizing successful marketing campaigns seeks to join a team working with a wider variety of clients.

---

## WORK EXPERIENCE

### Community Manager, Drivers Benefits

Workers Benefit Fund | NY, NY | Feb. 2022 - Present

Recognized the need to engage more closely with the rideshare community, so developed the Community Manager role to fulfill the need.

- Conducting in-field and online research to better understand the community and develop more effective marketing
- Overseeing marketing materials and products from vendors to ensure they meet client needs
- Creating regular weekly email marketing content for clients
- Developing new projects to better position the program's branding with the community

### Digital Content Manager

Workers Benefit Fund | NY, NY | July 2020 - Feb. 2022

Lead communications to best reflect the brand's voice and mission, putting the clients at the center of marketing campaigns

- Developed and protected brand voice of the Drivers Benefits program through marketing approvals
- Created content for all marketing campaigns, including email, SMS, and website text
- Expert on client needs, advocate for them during benefit launches and partner deals
- Managed team priorities through regular coordination with both internal and external teams to report on progress

### Operations Coordinator

Workers Benefit Fund | NY, NY | Nov. 2018 - July 2020

The key person for all requests for the office, including scheduling and planning for events, as well as assisting the operations team on projects as needed.

- Oversaw CEO's calendar, managed all external communication, and organized regular board meetings
- Arranged travel, planned and executed office events
- Maintained office supplies and coordinated cleaning crews

### Rental Agent

Rule Boston Camera | Boston, MA | Nov. 2016 - Nov. 2018

Main resource for film projects seeking camera rental packages, and many of Boston's leading camera teams.

- Relied on production knowledge to develop camera rental packages for clients
- Face of the company, received any and all guests that came to request rentals or information
- Hosted prominent camera assistants during rental equipment checks

## EDUCATION

### BA, Film Production

Emerson College | Boston, MA | 2009-2013

---

## SKILLS AND INTERESTS

- Problem Solving
- Copywriting and Editing
- Creative and Humor Writing
- Google Suite
- Reading
- Coordination
- True Crime
- Critical Thinking
- Research

## ONLINE PORTFOLIO

- **Website:** <https://erikaisfunny.com/>

## PROFILE

- **LinkedIn:** [linkedin.com/in/erika-lindquist-b72abb1b/](https://www.linkedin.com/in/erika-lindquist-b72abb1b/)