

Candace Erie

Content Creator | Social Media Strategist | Digital Storyteller
Charlotte, NC · candacecreates.online

SUMMARY

Creative social media strategist with 7+ years of experience helping 20+ mission-driven brands and nonprofits grow their presence through meaningful storytelling. I create content that connects, inspires, and drives action across campaigns, visuals, and strategy. Known for turning complex ideas into accessible, authentic content that delivers measurable results.

EXPERIENCE

BC/DC Ideas | *Freelance Content Creator*

Jan. 2025 - Present

- Develop strategic, mission-driven social media content and campaigns for North Carolina nonprofits, including Activate Good, Land for Tomorrow, Create Good Conference, and formerly the NC Early Childhood Foundation.
- Create multi-channel content, including reels, videos, graphics, and blog posts, that drives engagement, boosts visibility, and supports fundraising, advocacy, and community outreach goals.
- Lead content planning and execution for initiatives that increased engagement and follower growth across Instagram, LinkedIn, Facebook, and X for key clients.
- Collaborate cross-functionally with agency leadership and nonprofit partners to align messaging, elevate brand voice, and deliver compelling visual storytelling.
- Utilize tools like Buffer, Basecamp, Canva, Monday.com, and Mailchimp to manage workflow, design content, and support email marketing and policy communications.

San Diego Foundation | *Communications Specialist*

Nov. 2022 - Dec. 2024

- Produced and managed content for social media platforms (LinkedIn, Instagram, Facebook) to align with key initiatives, resulting in a 70% increase in impressions and a 72% increase in engagement.
- Spearheaded a Social Media Advocacy program through Sprout Social with 33 employees, ensuring consistent messaging and driving brand advocacy across LinkedIn.
- Drove organic and paid social media campaigns with a budget of \$1,500/month, increasing follower growth by 50% on LinkedIn, 48% on Instagram, and 25% on Facebook.
- Wrote and curated monthly blog content and a nonprofit newsletter in AP style, enhancing consistency, community engagement, and brand visibility.

Nice North America | *Social Media Specialist*

March 2021- July 2022

- Managed 48 social media accounts across 10 brands, ensuring consistent messaging and brand voice across platforms using tools like Hootsuite and Later.

- Launched and maintained an Employee Advocacy program with 113 active users, reaching an audience of 14 million.
- Created over 1,400 social media posts, leveraging images, videos, GIFs, and User-Generated Content (UGC) to grow followers by 55% on Instagram and 32% on LinkedIn.

Stave & Nail Brewing | Communications Consultant

September 2020- December 2020

- Increased Instagram followers by 16% by crafting engaging content that resonated with the community and collaborating with influencers.
- Designed and distributed monthly email newsletters via Mailchimp, keeping 200+ beer club members informed about new products, events, and promotions.

Wild Barrel Brewing | Social Media Manager

April 2018- June 2020

- Successfully grew Instagram followers from 2K to 17K by establishing a compelling brand presence and staying current with industry trends.
- Increased engagement by 4.3% on Instagram by leveraging insights from social media analytics to refine content strategies.

SKILLS

Core: Content strategy · Copywriting · Social media management · Creative problem-solving · Analytics · Cross-functional collaboration · Brand development

Technical:

- **Social Platforms:** Instagram, LinkedIn, Facebook, X (Twitter), YouTube
- **Software & Tools:** Buffer, Mailchimp, Canva, Sprout Social & Employee Advocacy, Adobe Express, Critical Mention, Later, Hootsuite & Hootsuite Amplify, Asana, SharePoint, Monday.com
- **Analytics:** Sprout Social Reporting
- **Web Tools:** Email marketing systems (e.g., Mailchimp)

EDUCATION

Cal Poly Pomona, Pomona, CA

Bachelor of Science in Business Administration, Marketing Management

CERTIFICATIONS

- Hootsuite Platform Certified

ADDITIONAL INFORMATION

- Managed paid + organic campaigns with influencer and employee advocacy integrations.
- Created video, carousel, and infographic content to boost engagement.
- Skilled in transforming complex policy into accessible, inclusive content.
- Collaborated across agency and nonprofit teams to drive cohesive storytelling.