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EXPERIENCED MARKETING & ACCOUNT MANAGEMENT EXECUTIVE

**B2B & B2C MARKETING | ACCOUNT MANAGEMENT & CLIENT SUCCESS | BRAND DEVELOPMENT | DIVERSITY, EQUITY & INCLUSION
INTERNAL & EXTERNAL COMMUNICATIONS | FINANCIAL MANAGEMENT | TEAM LEADERSHIP
BUSINESS DEVELOPMENT | PROJECT MANAGEMENT | EVENT PRODUCTION & EXECUTION | OMNICHANNEL**

Innovative marketing leader with over 20 years of experience designing best-in-class marketing strategies and growing revenue for B2B and B2C organizations. Recognized as a top achiever consistently designing multi-million dollar marketing campaigns, overseeing a portfolio of leading brands, and surpassing sales quotas. Awarded employee of the year and nominated as woman of the year within industry.

Financial & People Leadership

A results-oriented, creative thinker with fiduciary and people leadership expertise along with both agency and client-side experience. Strategic leader with an entrepreneurial spirit dedicated to building loyal and highly engaged audiences. Builds and leads high-performance teams. Recognized for mentorship and forging collaborative cross-functional partnerships. Effective communicator with exceptional public speaking, presentation, negotiation and influencing skills. Frequent presenter at internal and external events.

Marketing Leadership

Demonstrated ability to grow businesses by applying creative and strategic problem solving across all marketing disciplines. Proven expertise in crafting a compelling vision and brand strategy for high-profile clients. Able to orchestrate a strategic mix of solutions across multiple channels to create differentiated marketing strategies resulting in revenue opportunities.

Client Leadership

Serves as a trusted strategic business partner to the client and achieves "must have" status with client stakeholders. Proven ability to accelerate customer acquisition, increase conversion rates, and improve customer retention. Keen ability to develop lasting relationships with clients and brand advocates through careful listening skills, attention to detail and superior customer service.

Diversity & Inclusion Leadership

Recognized subject matter expert on diversity and inclusion, serving as company Chairperson of Diversity & Inclusion Council, focusing on creating a more inclusive workforce through hiring, training and retention of diverse employees. Developed corporate diversity programs with NASCAR, securing corporate sponsors. Recognized role model focusing on making a positive impact on the lives of others. Serves on Board of WISE NYC METRO, focusing on women in sports and events. Demonstrates drive and passion to empower others, influence change, and achieve actionable results.

Experience

MKTG/Team Epic/psLIVE/Vivid Marketing – Experiential Division of dentsu Global Media Network **2007-Present**

A global lifestyle marketing company

Vice President Account Management - NYC, Westport CT, San Francisco, Los Angeles, Atlanta GA 2014 – Present

Director of Client Service & Experiential Westport, CT & NYC 2011 - 2014

Senior Experiential Account Manager and Sr Producer - Atlanta, GA & Norwalk CT 2007 - 2011

Account Manager and Producer -Atlanta, GA & Norwalk CT 2007 - 2011

- **Client Management:** Serve as the epicenter for agency's key client activity, driving business and identifying areas of opportunity for improving and growing client portfolios, including high tech verticals and lifestyle accounts, including entertainment and sports sponsorship, live events, retail marketing and B2B engagement.
- **Financial Management:** Oversee top-20 client relationships, achieving annual revenue goals. Manage P&L, forecasting budgets and revenue streams. Manage marketing efforts that generate leads, increase revenue, and maximize ROI.
- **Marketing:** Develop and execute business-oriented, customer-centric marketing services at the Executive level. Lead marketing programs that maximize customer acquisition, loyalty, retention and profitability.
- **Brand Management:** Oversee key clients and manage branding for *Microsoft, Amazon, Facebook, Airforce, Google, YouTube, Canon, LVMH-Bvlgari, DAZN, Fanatics, MLS, William Hill, PepsiCo, Wells Fargo, AIG, Pillsbury, Chex Mix, United States Olympic Committee, Sports Illustrated, AT&T, ESPN, Kodak, Viacom, ABC, BET, MLS, MLB, NFL, NBA, US Soccer.*
- **Event Management:** Serve as the Executive Producer of high-profile events.
- **New Business Development:** Manage New business evaluation process. Lead RFP cross-functional response process including deck development and pitching.

- **Team Leadership:** Provide strategic and team leadership by developing, managing and nurturing a cross-functional team by fostering a collaborative environment and promoting a trailblazing and inquisitive culture. Oversee an integrated team of account managers, strategists, creative, producers, IT professionals and a contractors, managing upwards of 200 people. Set vision for team to meet the company's strategic, revenue and mission goals. Recruit, hire, motivate, and retain top talent.
- **CSR:** Manage and execute all CSR and Green initiatives for northeast constituent. Ensure alignment with global initiatives.
- **Account Management & Sales:** Work with key clients to define their brand proposition, focusing on driving sales and market share. Strengthen client relationships by understanding the clients' businesses, identifying trends and opportunities, and ultimately driving new revenue opportunities. Manage the annual account planning process achieving account growth, client satisfaction and retention.
- **Strategic Leadership:** Set strategic direction for client projects and execute a clearly defined marketing strategy that has resulted in deeper customer relationships and rapid growth. Create the strategic vision, anticipate emerging trends, and mobilize resources to execute marketing programs which drive business results. Assess client's business challenge and develop the strategic approach and right mix of solutions and services to maximize client success.

Chairperson, Diversity, Equity & Inclusion Council - North America (2020 – Present)

- **Diversity, Equity & Inclusion:** Lead council's work in diversity, equity and inclusion focusing on helping employees to successfully understand diverse perspectives and backgrounds by helping to create an inclusive, equitable, culturally competent, and supportive culture where employees and managers model behavior that enriches the agency.

Mauldin Brand Agency – Atlanta, GA

1999-2006

An entertainment, record label and brand agency

Sr. Marketing & Entertainment Manager/Producer; Marketing Manager/Producer

- **Marketing:** Created integrated motorsports and lifestyle platform. Developed and executed the brand strategy for each client. Designed creative assets and marketing materials, which resulted in greater brand awareness and customer acquisition.
- **Brand Management:** Established branding division and led marketing efforts for major clients, including *NASCAR, Nextel, Craftsman, BET, So So Def Entertainment, Atlanta Worldwide Touring, Lightning53 Fashions, Artistic Control Management, Wendell Scott Foundation, Columbia Records, Def Jam Records, and AEG.*
- **Strategic Development:** Developed and executed a clearly defined marketing strategy to drive rapid growth, focusing on creating scalable growth marketing strategies.
- **Training:** Created content for training manuals and facilitated training modules.
- **Account Management:** Developed and nurtured client relationships with mid to senior level clients across accounts. Engaged, attracted and built loyalty with prospects as well as with existing customers. Secured national sponsors and produced tent pole events and major sponsorships. Served as client relations manager for *NASCAR*, fashion and musical talent.
- **Partnerships:** Secured sponsorships and endorsement on the top grossing musical tour and worked with chart-topping artists and producers. Managed vendor and agency (PR, digital and media) partnerships. Oversaw internal and external communications and manages relationships with media buyers.
- **Diversity & Inclusion:** Developed a diversity program with *NASCAR*, securing partnerships with *NASCAR* and other motorsport brands like *Craftsman* to sponsor the program.

Phoenix Mercury/WNBA – Phoenix, AZ

1997-1998 Inaugural Season

An American professional basketball team

Public Relations Director; Media Relations Director; Community Relations Director

- **Partnerships:** Served as the primary *NBA/WNBA/League* Liaison. Managed relationships with in-house media and creative divisions and influenced creative development for OOH, merchandise, in-arena and digital for team launch. Designed, developed, and pitched the marketing strategy.
- **Media Relations:** Leveraged deep-rooted media partnerships to drive new client acquisition. Managed all media relations including daily media requests, coach and player personnel announcements and media days (pre-season, draft, regular and post-season). Led the league in productivity with the most media mentions, ensuring that the League's brand was expressed consistently with meaningful impact across a variety of channels such as advertising, events, campaigns, digital and social.
- **Team Management & Operations:** Managed 100-person staff for game day operations.
- **Community Relations:** Led community initiatives and developed framework for Community Relations programs to make a measurable positive impact.
- **Promotions & Sponsorships:** Managed the fulfillment of national promotions and sponsorships, spearheading innovative strategies tailored to the League's business objectives.
- **Communications:** Developed content for internal and external communications.

PRIOR LEADERSHIP EXPERIENCES

Served as member of executive level committees and Boards. Oversaw program development and strategy development, training and development of staff. Reported directly to Provost.

Arizona State University– Tempe, AZ

1994-1997

College of Business, Student Life, Athletic Department - Greek Life Coordinator; Program Coordinator, Senior Student Development; Instructor – College of Business & Student Development

- **Program Management:** Managed nation’s 5th largest Greek Life program.
- **Diversity & Inclusion:** Launched African American and Latino Greek organizations.
- **Marketing:** Served as the multi-term Sports Marketing Committee Chair.
- **Training:** Served as an instructor for Business Communications, Intro to Public Speaking and Freshman Year Experience.

Missouri State University – Springfield, MO

1991-1994

Academic Affairs, College of Humanities, Athletic Department - Assistant to the Associate VP of Academic Services; Instructor – School of Liberal Arts: Communications; Assistant Track Coach/Grad Assistant

- Appointed by the Board of Regents to Develop The Achievement Center for Intercollegiate Athletics. Served as University representative for NCAA compliance and review. Trained 6 university colleges on the process and protocols for student-athlete evaluation and support. Served as an instructor for Intro to Public Speaking, Small Group Communication and Rhetoric. Focused on diversity initiatives, attracting and retaining students.

Education

M.A., Communications; Rhetoric, Southwest Missouri State University

M.S.W., Social Work, Arizona State University

B.S., Communications; Public Relations, Southwest Missouri State University

Awards & Recognition

WOMEN IN SPORTS & EVENTS (WISE)

WOMAN OF THE YEAR NOMINEE

Team Epic/MKTG

EMPLOYEE OF THE YEAR 2007 & 2012

Dentsu Aegis/MKTG

SBJ AGENCY OF THE YEAR

Best in Corporate Consulting

THE BILLBOARD TOURING AWARDS FINALIST

Concert Marketing & Promotion

Campaign: Drake/AT&T-Blackberry

HALL OF FAME INDUCTEE

Missouri State University, Track & Field

PEPSICO FIZZ – SUPER BOWL & LAUNCH

Hermes Creative Awards (Gold); Golden A’ Design Award

GD USA InHouse Design Award

HOW In-House Design Award (Merit)

Graphis Annual (Merit)

GD USA American Graphic Design Award

EX AWARDS – SILVER AWARD

Campaign: Pepsi Refreshes New Year’s Eve

Pepsi Salutes Presidential Inauguration (Barack Obama)

DENTSU AEGIS MEDIA – FUTURE PROOF

Global Volunteer Leader of the Year

Global Volunteer Champion CSR

GATEWAY CONFERENCE ATHLETE OF THE DECADE;

Missouri State University Track & Field

Volunteer Activities

Board Member and Chairperson for Program Events, <i>WISE NYC Metro</i> (Women in Sports and Events)	2020-Present
Volunteer and Events Committee, Mentor Cardinal Sheehan Center	2012-Present
Board Member, Porsche Foxx Community Force	2004-Present
Member, <i>Delta Sigma Theta Sorority</i> (Civil Rights and Social Action)	1989-Present