

Erica C. Southerland, Ph.D., APR

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STRATEGIC COMMUNICATIONS EXPERT

Creative professional communicator and educator with more than 10 years experience across multimedia and diverse industries. [Accredited in Public Relations](#) practitioner, strategist and leader with a proven ability to plan, implement and evaluate communications plans and manage the strategic communications function. **Areas of expertise include:**

- Writing & Editing
- Social Media Strategy & Management
- Media Relations
- Branding
- Public Affairs
- Crisis Communication
- Corporate Communication
- Nonprofit Communication
- University Relations
- Advocacy & Social Justice

PROFESSIONAL EXPERIENCE

HOWARD UNIVERSITY, WASHINGTON, DC

2013-present

Assistant Professor

Instructor of communications courses covering strategic communication, public relations, advertising and management communication in traditional and online formats

Key Achievements:

- Developer and manager of five departmental social media profiles
- Manager of departmental web page
- Elected Faculty Senate Council member; Faculty handbook and bylaws committee member

NATIONAL URBAN LEAGUE YOUNG PROFESSIONALS, NEW YORK, NY

2014-present

Public Relations Manager | Public Relations Chairperson

Leader of local and national branding, public relations strategic planning, and web content management

*Volunteer role

Key Achievements:

- Manager of communications strategy & tactics for national advocacy initiatives
- Achieved national earned media coverage and recognition for executive ghostwriting
- Developed strategy for national branding & internal image campaign for more than 4600 members
- Managed development and launch of chapter logo
- Chapter webmaster & editor-in-chief of weekly chapter e-newsletter
- Created hashtag #TNDigital for promotion of new chapter digital magazine

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE, WASHINGTON, DC

2016

Digital Engagement Specialist

Co-manager of multiple social media accounts, Assisted with social media planning, strategy and events; and educated diverse publics on race

Key Achievements:

- Launched usage of scheduling and analytics software for Instagram
- Created original blog post to educate museum followers and commemorate the historic [Scottsboro Boys](#) case
- Assisted with grand opening social media planning and strategy

THE GEORGE WASHINGTON UNIVERSITY, WASHINGTON, DC **2014-2015**
Visiting Adjunct Professor

Instructor in Master's of Strategic Public Relations program – [PR Week PR Education Program of the Year](#)

NORFOLK STATE UNIVERSITY, NORFOLK, VA **2011-2013**
Assistant Professor

Instructor and sequence head of all public relations and advertising courses – graduate and undergraduate;
Developed Strategic Communications curriculum

BLUE CROSS AND BLUE SHIELD OF LOUISIANA, BATON ROUGE, LA **2008-2010**
Corporate Communications Writer

Writer and editor of form letters for patients and providers, press releases, newsletter articles and advertisements; Assisted with creative and policy development of inaugural social media plan

HAMPTON UNIVERSITY, HAMPTON, VA **2006-2007**
Public Relations Specialist | Adjunct Assistant Professor

Media relations specialist achieving national earned news coverage; Internal communications specialist;
Writer and editor; Instructor of public relations writing courses

VIRGINIA ZOOLOGICAL SOCIETY, NORFOLK, VA **2005-2006**
Development Coordinator | Membership Manager

Editor in Chief of quarterly membership newsletter; Manager of annual giving program, donor cultivation,
and special events for approximately 1500 people

EDUCATION

Ph.D. in Media and Public Affairs

Cognates: Public Administration and Higher Education Administration
LOUISIANA STATE UNIVERSITY, Baton Rouge, LA

M.A. in English

Concentration: Professional Writing
OLD DOMINION UNIVERSITY, Norfolk, VA

B.A. in Public Relations

Honors College
HAMPTON UNIVERSITY, Hampton, VA

TECHNICAL SKILLS

Adobe Creative Suite; Google Analytics; Cision; Raiser's Edge; SPSS; NVivo; Smartsheet

PROFESSIONAL AFFILIATIONS

Public Relations Society of America (PRSA) - 2015 [PR Diversity Study](#) Contributing Author;
National Press Club; National Urban League - 2016 Emerging Leaders Program Graduate