

ERICA FREEZE

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Professional Summary

Results-driven communications strategist with eight years of experience leading PR, content marketing, SEO and executive thought leadership initiatives across healthcare, consumer technology and other regulated industries. Demonstrated ability to secure national media coverage, craft compelling narratives and simplify complex topics to support business objectives. Skilled in elevating executive profiles, managing high-stakes campaigns and aligning communication strategies with organizational goals. **Open to a new, long-term role following FDA-related budget cuts at MDIC.** [Letter of recommendation available.](#)

Employment History

Medical Device Innovation Consortium (MDIC) | Associate Director, Communications

July 2024 – March 2025 **Role ended due to FDA budget-related restructuring**

- Led MDIC's media and messaging strategy, securing top-tier press that increased visibility by 40% and positioned the organization as a key voice in medical device innovation.
- Developed audience-specific positioning to engage device manufacturers, the FDA and healthcare delivery orgs around shared priorities in real-world evidence, cybersecurity and data quality.
- Oversaw website content and SEO strategy, leading to a 30% increase in resource downloads and event registrations, and a 15% reduction in bounce rate.
- Managed targeted email and social campaigns to promote MDIC resources and drive engagement with priority initiatives, including the NEST Mark and its role in regulatory decision-making.
- Tripled press attendance at MDIC's Annual Public Forum and generated the highest media coverage in three years.

Sony Electronics | CONTRACT Sr. Internal Communications Specialist

May 2024 – July 2024

- Developed LinkedIn content for Sony's president to increase executive visibility and stakeholder trust, boosting engagement by 15%.
- Produced internal blog posts and speeches that drove 35%+ employee readership and reinforced leadership messaging, improving company-wide communication visibility.

Havas Formula (PR Agency) | CONTRACT PR Account Manager

Feb 2024 – May 2024

- Led earned media strategy for a national transportation client navigating federal regulatory pressure, generating 1.8M+ impressions.
- Crafted executive narratives focused on security and sustainability to support business development and industry credibility.

Aya Healthcare | Marketing Communications Manager

Mar 2022 – Nov 2023 **Role ended due to company-wide restructuring**

- Developed multichannel content strategy—including email, blog, SEO, paid ads and social media—targeting physicians and advanced practice providers, driving a 50% surge in web traffic.
- Aligned SEO and blog content with provider search behavior, improving search rankings and increasing newsletter sign-ups by 13%.
- Created lead-nurture email workflows that improved open rates to 40% and cut placement time by 20%.
- Repositioned executive messaging to reflect changing clinician workforce trends, supporting Aya's credibility with providers.

CG Life (Life Sciences PR Agency) | Senior PR Account Executive

Jul 2021 – Mar 2022

- Managed PR strategy for genomics, biotech and rare disease clients, aligning media messaging with FDA compliance and securing 40+ earned placements in top-tier life sciences publications.
- Created communications plans for sensitive clinical trial phases, maintaining trust and regulatory clarity.
- Trained executives for high-stakes interviews and panels, resulting in a 30% increase in speaking engagements.

Wachsman (FinTech PR Agency) | Senior PR Account Executive

Nov 2020 – Jul 2021

- Directed PR for blockchain and fintech clients, tailoring messaging to navigate regulatory complexity and investor scrutiny.
- Secured 30+ earned placements in business and tech media, increasing client credibility during rapid industry expansion.
- Built Wachsman's first internship program to standardize onboarding and support team growth.

Havas Formula

PR Account Executive

July 2019 – Nov 2020

- Developed compelling PR communications (press releases, pitches), boosting brand recognition by 15% and elevating media exposure by 25%.
- Demonstrated organizational skills in managing end-to-end logistics for large influencer events, including coordinating with vendors and ensuring the procurement of necessary resources.

Assistant PR Account Executive

Aug 2018 – Jun 2019

- Secured 2.5B impressions in top-tier media through strategic media relations and writing, boosting client visibility.
- Contributed to the development and execution of creative PR campaigns that resulted in a 25% increase in media mentions and positive sentiment for clients.

PR Account Coordinator

Aug 2017 – Jul 2018

- Elevated brand recognition for consumer tech and real estate clients through media pitching, editorial calendar planning and Cision analysis, driving 1.75 billion impressions.

Skills

Account Management
Asana
Brand Awareness
Budgets
Corporate Communications
Content Marketing
Content Strategy
Copywriting
Data Analysis
Digital Marketing Campaigns
Cision
Email Marketing
Executive Communications
Healthcare Communications
HubSpot Software
Influencer Relations
Media Relations
Multichannel Campaigns
PowerPoint
Presenting
Project Management
Public Relations
Reporting
Reputation Management
SEO Content
Social Media Strategy
Strategic Storytelling
Team Management
Technical Content
Thought Leadership
Website Content
WordPress

Certifications

HubSpot Academy |
Content Marketing
Certification

Mar 2024 – Apr 2026

Education

University of Oregon |
Bachelor of Science, Public
Relations

Sep 2013 – Jun 2017