

ERICA RAWLINS

Strategic Communications & Public Relations Leader

Atlanta, GA (Open to Relocation) | (678) 790-5978 | rawlinserica@gmail.com | ericarawlins.com

PROFESSIONAL SUMMARY

Strategic communications leader with experience leading integrated public relations, executive, employee, and reputation communications for a Fortune 50 organization. Proven track record of building narratives that strengthen stakeholder trust, drive earned media impact, and protect brand reputation across product launches, CSR initiatives, and organizational change. Skilled at translating cross-functional business priorities into clear, compelling communications for employees, media, and executives while managing agency partners and six-figure budgets.

CORE COMPETENCIES

Brand Storytelling & Content Strategy • Media Relations & Earned Media Strategy • Reputation & Issues Management • Executive & Leadership Communications • Integrated Communications Planning • CSR & Community Engagement • Agency & Budget Management • Cross-Functional & Stakeholder Management • Employee & Internal Communications • Organic Social Media & Digital Strategy

PROFESSIONAL EXPERIENCE

Lead Communications & PR Manager | AT&T

May 2024 – July 2026

Atlanta, GA

- Led communications planning for three Cricket product launches, developing integrated communications strategies that generated 1.7B earned media impressions and strengthened brand visibility among key consumer audiences.
- Owned and managed an \$850K+ annual communications budget while directing agency partnerships and optimizing investments across PR, sponsorship, and brand campaigns.
- Drafted executive quotes and key messaging for press releases and newsroom posts, translating leadership perspective into consistent, on-brand external communications across 37 press releases and nine SEO-optimized blog posts.
- Directed end-to-end PR strategy for the 2025 Cricket Celebration Bowl, securing 32 earned media hits and 325M+ impressions through targeted pitching and on-site press hosting.
- Led PR strategy for the 2024 12 Days of Cricket CSR campaign, awarding \$100K+ to Boys & Girls Clubs families and generating 21 earned media hits and 1.1M + impressions, driving +15% and +96% YoY growth.
- Developed communication plans for Cricket Wireless device, product, and sponsorship announcements, ensuring message alignment, stakeholder readiness, and timely execution.

External Communications & PR Manager | AT&T

Aug 2022 – May 2024

Atlanta, GA

- Led content strategy and copywriting for the Cricket Wireless corporate LinkedIn page, driving 99.06% sentiment, a 13.26% engagement rate, and 237.25K impressions.
- Produced a 10-video content series featuring the Cricket HBCU Campus Ambassadors, generating 113.6K organic impressions and 58.78K video views, with a 4% average engagement rate across Instagram and LinkedIn.
- Drafted 17 blogs and 15 press releases for the Cricket newsroom and contributed device announcements to the AT&T newsroom.
- Led the 2023 12 Days of Cricket campaign, awarding \$130K+ to Boys & Girls Clubs families and generating 18 media hits and 384K+ impressions; raised \$2,857 in donations, a 130% YoY increase.
- Managed a quarterly cross-functional editorial calendar integrating field marketing, CSR, social, and sponsorship storylines into a cohesive brand narrative.

Internal Communications & PR Manager | AT&T

Oct 2020 – Aug 2022

Atlanta, GA

- Owned internal communications strategy for a 900+ employee organization, serving as editorial lead for 80+ recurring employee newsletters and ensuring consistent, leadership-aligned messaging.
- Co-produced 14 internal video series, including a leadership dialogue series, reaching 90%+ of employees and driving 69% engagement.
- Led change management communications for a company-wide intranet migration to SharePoint, building a centralized hub for executive updates, employee recognition, and corporate news and driving organization-wide adoption.
- Planned and executed 12+ internal events, including town halls and professional development programs, supporting employee engagement during a period of organizational change.
- Designed 30+ visual communication assets, including infographics and executive spotlights, to simplify business updates for employee audiences.

Client Services Intern | APCO Worldwide

Jan 2020 – Mar 2020

New York, NY

- Supported media relations and content development for consumer and CPG brand clients, including Upfield (global food company), alongside IKEA, Audi, and OnePlus; monitored coverage and built targeted media lists for four client events and initiatives.

PR & Digital Marketing Intern | The Brandman Agency

Jun 2019 – Aug 2019

New York, NY

- Authored 10 articles as a contributing writer for The Travel Curator and managed press clippings across 16 luxury accounts.
- Developed media profiles of journalists and influencers to support targeted outreach strategy.

Global Events Intern | CARE

Jan 2018 – May 2018

Atlanta, GA

- Partnered with marketing leadership to execute three international-development-focused events supporting corporate sponsorship acquisition and community engagement.

EDUCATION

Syracuse University – S.I. Newhouse School of Public Communications

M.S., Public Relations & M.A., International Relations and Affairs (dual degree)

Clark Atlanta University

B.A., Mass Communication / Media Studies

CERTIFICATIONS

- Fundamentals of Generative Engine Optimization (GEO) Certification — Muck Rack

TOOLS & PLATFORMS

Affinio, Muck Rack, Cision, Critical Mentions, Brandwatch, Talkwalker, Sprinklr, Hootsuite, Gorkana, Google Analytics, SharePoint, WordPress, Wix, Constant Contact, Canva, Copilot, ChatGPT, Claude, Jasper, Microsoft Office