

ERICA RAWLINS

Strategic communications professional with experience shaping brand narratives, driving earned media and executing sponsorship + CSR programs. Known for leading end-to-end PR initiatives, from message planning, pitching, and content development that deliver measurable business impact.



Lead PR & Communications Manager, May 2024 – Present

AT&T

- 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 the 2024 *12 Days of Cricket* CSR campaign, awarding \$100K+ to Boys & Girls Clubs families 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.
- Coordinated communications support for three 2025 Cricket product launches, contributing to 1.7B+ impressions through proactive media strategy and cross-functional alignment.
- Pitch media advisories to amplify sponsorship, CSR initiatives, device deals, new store openings announcements, and employee-first storytelling.
- Oversee PR agency partnership and steward an \$850K+ communications budget.
- Produced 33 press releases and nine blogs SEO-optimized for the [Cricket newsroom](#).
- Curate and manage pitch lists via Muck Rack for proactive pitching opportunities.
- Review and edit executive and corporate LinkedIn content to ensure brand consistency.

External Communications & PR Manager, August 2022 – May 2024

AT&T

- Led content production and copy writing for [Cricket Wireless corporate LinkedIn page](#), driving 99.06% sentiment, 13.26% engagement rate and 237.25K impressions.
- Produced 10 videos featuring the Cricket [HBCU Campus Ambassadors](#) generating 113.6K organic impressions, 58.78K video views, 97.6% positive sentiment and 4% average engagement rate across Instagram and LinkedIn.
- Drafted three device press releases for the [AT&T newsroom](#) and 17 blogs + 15 press releases for the [Cricket 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 \$2,8657, driving a 130% YoY increase in donations.
- Managed the quarterly Smiles for Miles editorial calendar integrating field marketing, CSR, social and sponsorship content into a cohesive brand narrative.

Internal Communications & PR Manager, October 2020 – August 2022

AT&T

- Edited press releases and 80+ weekly employee newsletters.
- Co-produced 14 video education series (*Green Couch Conversations* and *Leadership Lounges*) reaching 90% of employees and driving 69% employee engagement.
- Executed an intranet migration to a new SharePoint site for 900+ employees, featuring executive spotlights, employee brand ambassadors, and corporate news.
- Executed 12+ internal events including town halls and professional development series.
- Developed 30+ infographics to support volunteerism, leadership spotlights, company events and town hall recaps.

Client Services Intern, January 2020 – March 2020

APCO Worldwide

- Monitored media engagement and built targeted media lists for four client events and initiatives.
- Researched and developed content ideas for 10 weekly employee newsletters.
- Managed client social media and editorial content for LinkedIn and X.

PR & Digital Marketing Intern, June 2019 – August 2019

The Brandman Agency

- Authored 10 articles as a contributing writer for the [Travel Curator](#).
- Managed press clippings across 16 luxury accounts, ensuring accurate reporting of media coverage.
- Developed four media profiles of writers and influencers to support strategic and targeted media outreach.

Atlanta, GA (open to relocation)

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COMPETENCIES

Strategic Communications Planning

Graphic Design

Newsletter Development

SharePoint Management

Copy & AP Style Writing

Social Media Management

Event Planning & Management

Research & Analysis

Media Relations

SKILLS

Affinio ◆ CapCut ◆ Canva ◆ Cision ◆ Crello ◆ Critical Mentions ◆ Google Analytics ◆ Hootsuite ◆ HTML & CSS ◆ Muck Rack ◆ Gorkana ◆ Sprinklr ◆ TikTok ◆ Wix ◆ WordPress ◆ Constant Contact ◆ YouTube ◆ SharePoint ◆ ChatGPT ◆ Claude ◆ Jasper ◆ Brandwatch ◆ Talkwalker

EDUCATION

Syracuse University

M.S. / Public Relations

M.A. / International Relations

Clark Atlanta University

B.A. / Mass Media Arts: Public Relations