

Erica Martin

SMITH'S PARISH FL04 | 441 537-4614 | erica@emartinbd.com

Multi-skilled and organized professional with over 15 years marketing and communications experience with strengths in developing and managing strategies across a variety of channels, communications, development of reports and presentations, and consistent corporate messaging.

CERTIFICATIONS:

- Bermuda Financial Services AML/ATF compliance certificates
- International Compliance Association (ICA) Advanced Certificate in Anti-Money Laundering
- Bermuda Personal Information Protection Act (PIPA) Privacy Officer Foundation & Practitioner Certificates

EXPERIENCE:

Erica Martin Business Development:

Erica Martin Business Development

Mar 2014 - Present

Marketing & Communications Consultant

Provide marketing and communications services to drive growth and meet business objectives for clients. Analyzing industry trends, I develop strategic initiatives which include digital marketing campaigns, public relations, social media management, direct marketing campaigns, website development and search engine optimization (SEO), and collateral development. Clients included America's Cup Bermuda (ACBDA), Bermuda Insurance Management Association (BIMA), the Bermuda Government – Department of Energy, Efficiency Limited, Pembroke Tile & Stone, and Rego Sotheby's International Realty.

Fountain Health

Jul 2021 - Present

Marketing consultant

- Website redevelopment; content creation; layout & navigation; Search Engine Optimization (SEO);
- Social media management – content creation, research; and
- Development of brand templates and corporate brand guidelines.

Data Privacy Consultant

- Ensuring compliance with GDPR and Bermuda's PIPA legislation;
- Developed privacy policies compliant with GDPR; and
- Undertook a Fountain Health information audit.

The TLC Group of Companies

July 2020 – June 2021

Marketing & Communications Projects and Data Privacy Consulting

- Implementing marketing strategies for products & services;
- Drafting and distributing press releases;
- Providing training for team members and PIPA Privacy Course participants;
- Public data privacy webinars;
- GDPR data privacy training; and
- Data privacy legislation compliance risk assessments.

Arch Capital Group

Oct 2019 – Feb 2020

Internal Communications consultant (contract)

As part of an organizational transformation team, I supported the Insurance segment to reach strategic objectives, promoting and raising awareness of a new methodology and ensuring consistency of messaging.

Erica Martin

- Developed internal communications strategy with timeline to reach segmented audiences;
- Drafted monthly Claims newsletter highlighting success stories, benefits realized and departmental updates; and
- Edited presentations and drafted content for team members and internal clients as needed.

Bermuda Land Development Company

May 2018 – August 2019

Communications & Marketing Officer

I developed a marketing & communications strategy with a digital marketing component to reach target markets; created and managed social media accounts, drafting press releases and tenant communications, developed presentations and reports, plus found opportunities to increase brand recognition and engagement. Reported on digital marketing effectiveness and analytics.

HSBC Bank of Bermuda (6-month contract)

Oct 2017 – Apr 2018

Marketing Manager, Campaigns – Retail Banking & Wealth Management

Developed and executed marketing campaigns from start to finish across multiple channels to promote product lines and initiatives to target markets, supporting revenue growth and business results. Analyzing data, I developed post campaign reports with return-on-investment data and contributed to the production of customer deliverables to support business initiatives.

Bermuda Insurance Institute (BII)

Jan 2016 – Oct 2017

Project & Communications Officer (part-time)

- Developed a strategic marketing and communications strategy to promote the BII to its target demographic through a variety of mediums, including Google Ads;
- Updated BII branding, researching opportunities to build brand recognition;
- Implemented a strong PR campaign including press releases and direct marketing to build brand awareness;
- Created and managed social media accounts, executed targeted direct marketing email campaigns to promote events, seminars and courses; and
- Organized conferences and networking events, and managed the BII website and mobile App.

Rego Sotheby's International Realty

Sep 2013 – Apr 2015

Marketing Coordinator (full-time & freelance)

Based on industry trends and business objectives, I created and implemented a marketing strategy consistent with Sotheby's brand guidelines and increased brand visibility of Rego Sotheby's in the local marketplace.

PwC

Oct 2008 – Aug 2013

Marketing & Communications Manager

Managed marketing and communications initiatives and budgets to meet firm objectives. Working with key stakeholders, I executed these strategies for the Firm's industry groups, including Insurance & Reinsurance, as well as supporting the Tax group, the Advisory team, and PwC's student recruitment initiative.

- Implemented marketing campaigns, including online and print advertising, social media;
- Assisted in the development of a purpose-built CRM database;
- Undertook copy-writing and editing for technical collateral and reports;
- Drafted local and international press releases to promote whitepapers, reports, conferences, etc.
- Organized all events including corporate entertainment, networking events, (re)insurance conferences and technical seminars; and
- Managed website updates and development of new sections.

Erica Martin

Butterfield Bank

Sep 2006 – Sep 2008

Account Manager - Marketing & Communications

- Developed and executed strategic initiatives to promote products and services and overall brand awareness based on business objectives;
- Managed major product launch campaigns from conception to implementation;
- Developed website content, radio ads, direct emails, brochures, press releases, and edited marketing collateral; and
- Managed budgets and reported to stakeholders.

Elbow Beach Hotel (Mandarin Oriental Hotel Group)

Jan 2004 – Aug 2006

Communications Manager

- Developed and managed marketing and communication strategies based on business and goals;
- Managed website revision and implemented email marketing strategy;
- Arranged media visits and represented Elbow Beach at local and overseas press events and conferences; and
- Managed the production of all marketing materials ensuring compliance with Mandarin Oriental corporate communications standards.

PROFICIENT IN:

- | | |
|--------------------------------|---|
| • Microsoft Office | • CRM / database management |
| • Adobe InDesign and Photoshop | • Online email software (ex. MailChimp) |

EDUCATION:

- BA Honours, History – Northeastern University, Boston, Ma
- Diploma, Business Administration – Bermuda College
- 10 GCSE O Levels - Warwick Academy, Bermuda