

Erica has worked in digital marketing for 18 years and has focused on building omni-channel expertise to evangelize new and emerging digital media channels, tools and technologies. For the last decade, she has focused on driving digital transformation for brands such as Marriott International and USA Today.com. Erica joined Bayer in December 2020 as the Executive Director of Digital Media Strategy and Operations. The DS& O team is building an internal digital practice to in-house all digital media. Prior to Bayer, she was Underscore Marketing, LLC, a boutique pharma agency where she was tasked with driving a shift to digital 1st marketing strategies for the agency's clients. In this role, Erica led the agency's digital thought leadership through participation on digital innovation panels and development of the agency's POVs and best practices. During her tenure, digital spend for key clients increased by greater than 100%. She led the agency's integration and launch of Connected TV, Audio and Native campaigns to expand to a full funnel creative approach.

Prior to Underscore, Erica relocated to New Jersey to consult at Verizon Wireless, helping define what the organization's digital transformation would look like from a human resources, technology and research perspective. Her previous roles have spanned healthcare, luxury fashion and travel ecommerce and CPG brands focused on a digital 1st approach. She began her career as a paid search copywriter, and has worked vendor, brand, agency and publisher side learning all aspects of digital media and the roles necessary to execute digital successfully.

Erica is a graduate of Howard University (The Mecca!) and her career has taken her to Los Angeles, Washington, DC and Atlanta prior to moving to New Jersey in 2013. An avid traveler, the pandemic has limited her globe-trotting and refocused her priorities on redecorating her condo with a huge assist from a significant other who is a contractor. Her love of writing continues and is currently focused on providing ghostwriting services for an autobiography detailing an immigrant journey to America. Among her favorite things are her 6 nephews and nieces and large extended family which includes 50+ first cousins and 20 aunts and uncles.