

# ERICA FREEZE

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## “THE SWISS ARMY KNIFE OF MARKETING COMMUNICATIONS”

Strategic marketing and communications professional with nine years of experience driving content strategy, brand positioning, and thought leadership across healthcare (HCP), biopharma, life sciences and MedTech. Currently building and leading content and thought leadership for Accelerate Pharmacy Solutions, a Cencora division serving health system C-suite and pharmacy executives across specialty pharmacy, 340B, infusion, and cell and gene therapy. Known for translating complex, highly regulated subject matter into integrated, multichannel campaigns, aligning messaging across teams, and connecting storytelling to measurable business impact.

## PROFESSIONAL EXPERIENCE

### CENCORA (A FORTUNE 10 COMPANY) | REMOTE

May 2025 – Present

#### CONTENT MARKETING MANAGER

- Lead content marketing strategy for Cencora’s Health Systems and Government Services portfolio, with primary focus on Accelerate Pharmacy Solutions, aligning content plans with business priorities and brand positioning across six pharmacy solutions.
- Define target audience segments, identify their needs and pain points, and develop strategic content roadmaps to engage health system C-suite and pharmacy executives effectively.
- Oversee content planning and production, guiding cross-functional teams and external vendors to ensure content quality, accuracy, and strategic alignment.
- Collaborate with digital marketing to incorporate SEO, performance metrics, and audience insights into content strategy and optimization.
- Direct content distribution and amplification across owned, earned, and paid channels, including LinkedIn, email nurture, paid media partnerships, AdRoll account-based display, and Google Performance Max.
- **Key Achievements:**
  - Generated **450+ qualified leads** for Accelerate Pharmacy Solutions through the flagship Pharmacy Outlook report, combining paid media partnerships, PR, ads, and social.
  - Grew the Hospital and Health Systems LinkedIn page **471% in impressions (244,601) and 473% in engagements (24,916)** year over year, scaling published content from 4 to 167 posts, lifting net follower growth 84%, and sustaining a 10.2% engagement rate in the 54th percentile against network benchmarks.
  - Drove a **20% year-over-year increase in customer attendance** at Cencora’s Health Systems National Summit through a segmented email series and customized content for key customer groups.

### MEDICAL DEVICE INNOVATION CONSORTIUM, (MDIC), AN FDA PARTNER | REMOTE July 2024 – March 2025

#### ASSOCIATE DIRECTOR, MARKETING & MEDIA (RIFS/LAYOFFS DUE TO FDA RESTRUCTURING)

- Spearheaded brand messaging strategy across MDIC, helping shape positioning to better engage regulatory agencies, medical device manufacturers and healthcare leaders around shared technical and regulatory goals.
- Led MDIC’s media relations strategy, securing high-impact coverage to elevate the organization’s visibility in medical device innovation and regulatory discussions.
- Oversaw website content and SEO strategy, optimizing technical and regulatory materials to improve accessibility, boost organic traffic and enhance MDIC’s digital presence.
- Managed targeted email and digital campaigns to drive event registrations, resource adoption and engagement with priority initiatives, and supported NEST communications by refining messaging for the NEST Mark within the RWD/RWE ecosystem.
- **Key Achievements:**
  - Secured MDIC’s **highest press coverage in three years**, increasing industry visibility by 40% through top-tier media placements.
  - Expanded media attendance at MDIC’s Annual Public Forum **from 2 to 17 reporters**, driving earned press coverage and reach through strategic event promotion and LinkedIn engagement.
  - Redesigned website messaging and CTAs, leading to a **30% increase in resource downloads and event registrations**.

### SONY ELECTRONICS | SAN DIEGO, CA

May 2024 – July 2024

#### SR. INTERNAL COMMUNICATIONS MANAGER (MAT LEAVE CONTRACT)

- Managed the Sony Electronics President’s LinkedIn account and provided executive messaging for internal conferences, developing thought leadership content that increased engagement and follower growth by 10% in two months and aligned leadership communications with corporate strategy.
- Wrote and edited internal blog posts communicating corporate initiatives, employee programs, and business updates, enhancing transparency and engagement among 1,100+ employees at Sony’s San Diego headquarters.
- **Key Achievement:** Created internal content that engaged **35%+ of employees**, improving company communication on corporate initiatives.

**PR ACCOUNT MANAGER (CONTRACT)**

- Contracted account lead managing media strategy and thought leadership content to position C-suite leaders as authoritative voices in the transportation and sustainability industries.
- Key Achievement:** Drove **1.8M+ media impressions** through earned placements, expanding industry influence and strengthening the client's reputation in transportation and security.

**AYA HEALTHCARE | SAN DIEGO, CA**

March 2022 – Nov 2023

**MARKETING COMMUNICATIONS MANAGER (RIFS/LAYOFFS DUE TO COMPANY RESTRUCTURING)**

- Led multichannel content strategy (email, paid ads, blog, SEO, social) to attract physicians and providers to Aya Locums and DocCafe, increasing engagement, driving a 50% surge in website traffic, and boosting newsletter sign-ups by 13%.
- Developed thought leadership content for executives, strengthening Aya's industry presence and generating 1.5M social media impressions.
- Key Achievements:**
  - Increased provider job placements by 15% and platform sign-ups by 22%, directly contributing to business growth.
  - Revamped email marketing strategy with automated workflows that achieved a **40% open rate** and reduced lead-to-placement time by 20%.

**CG LIFE, LIFE SCIENCES PR AGENCY | SAN DIEGO, CA**

July 2021 – March 2022

**PR SENIOR ACCOUNT EXECUTIVE**

- Developed PR strategies and messaging for genomics, biotech and rare disease startups, ensuring FDA compliance and positioning clients as credible industry leaders.
- Led executive media training programs, coaching leadership teams on messaging and press techniques for high-profile interviews, and designed compliant crisis communications for a rare disease clinical trial.
- Key Achievement:** Secured **40+ top-tier media placements** and prepared executives for 25+ interviews and panels, driving a 30% increase in earned speaking opportunities.

**WACHSMAN, FINTECH PR AGENCY | SAN DIEGO, CA**

Nov 2020 – July 2021

**PR SENIOR ACCOUNT EXECUTIVE**

- Led PR strategy and execution for three blockchain and emerging fintech clients, developing media campaigns and messaging tailored to highly regulated industries to enhance brand credibility.
- Managed key client relationships as a strategic advisor, ensuring PR initiatives aligned with business objectives and investor expectations.
- Key Achievement:** Secured **30+ media placements** in top business and tech outlets, increasing brand visibility by 20% for blockchain and fintech clients.

**HAVAS FORMULA | SAN DIEGO, CA**

Aug 2017 – Nov 2020

**PR ACCOUNT EXECUTIVE****PR ASSISTANT ACCOUNT EXECUTIVE****PR ACCOUNT COORDINATOR**

- Promoted twice- led PR strategy for Fortune 500 consumer tech, real estate and lifestyle brands, driving brand awareness through targeted media outreach, executive messaging and influencer partnerships.
- Developed high-impact press materials, securing top-tier coverage in The Washington Post, The New York Times and more.
- Key Achievement:** Secured **5B+ media impressions** across all PR roles and boosted client media exposure by 25%, significantly increasing client visibility and brand credibility.

**EXPERTISE**

Account Management | Brand Messaging | Content Marketing | Content Strategy | Corporate Communications | Data Analysis | Digital Marketing Campaigns | Email Marketing | Event Communications | Executive Communications | Healthcare Communications | Influencer Relations | Media Relations | Multichannel Campaigns | Paid Ads | Public Relations | Reporting | Reputation Management | SEO | Social Media Strategy | Strategic Storytelling | Thought Leadership

**TECHNICAL SKILLS**

Adobe Express | AdRoll | Asana | Cision | HubSpot | Marketing Cloud / Salesforce | Muck Rack | Performance Max / Search | SEMrush | Smartsheet | Sprout Social | WordPress

**EDUCATION & CERTIFICATIONS****BACHELOR OF SCIENCE, PUBLIC RELATIONS | UNIVERSITY OF OREGON**

2013 – 2017

**CONTENT MARKETING CERTIFICATION | HUBSPOT ACADEMY**

2024 – 2026