

Erica Lee Schlaikjer

strategist + writer | www.eschlaik.com | erica.schlaikjer@gmail.com

EXPERIENCE

Zeus Jones, Los Angeles — Strategist

Apr 2021 - PRESENT

Helping brands solve tough problems by understanding and shaping where culture will go. *Featured clients:* Land O' Lakes, Target.

Rapt Studio, Los Angeles — Senior Strategist

Oct 2019 - Apr 2021

Leveraging research and insights to inform brand, service, and experience design. *Featured clients:* Google, Health Catalyst, GoFundMe.

enso, Los Angeles — Strategy Director

May 2017 - Oct 2019

Led business and brand strategy to help mission-driven companies create impact at scale. *Featured clients:* 23andMe, Google, YouTube, Barbie.

Huge, Washington, D.C. — Creative Strategist + Planner

Mar 2013 - Apr 2017

Developed brand experience, marketing and communications strategies. *Featured clients:* Audi, Pfizer, Google, White House.

Benevolent Media, Washington, D.C. — Blogger + Consultant

Nov 2011 - Apr 2017

Led a media and events consultancy dedicated to celebrating storytelling and design for social good through editorial content, events and consulting.

Media Rise, Worldwide — Founder + Creative Director

Jan 2013 - Mar 2016

Scaled a global network and annual festival dedicated to connecting people and ideas to promote meaningful media.

EMBARQ, Washington, D.C. — Online Engagement Coordinator

Dec 2008 - Oct 2012

Collaborated with an international staff on communications, marketing and media relations strategy. Served as Managing Editor of TheCityFix.com.

Crain's Chicago Business, Chicago — Researcher, Writer & Reporter

May - Dec 2007; Jun - Nov 2008

Wrote feature stories and produced video for weekly business newspaper. Conducted research, fact checking and data analysis for lists and graphics.

EDUCATION

**Northwestern University
Medill School of
Journalism** BSJ, Journalism.
Major: Int'l Studies
GPA: 3.81, Dean's List,
Magna Cum Laude

HONORS

Backstage Capital
LA Mentor (2019)

The Creative Alliance
Ambassador (2016)

WeDC SXSW
DC Ambassador (2016)

99U Local
Ambassador (2015)

CatalystCreativ Series
Speaker (2015)

Taiwan Youth Trekkers
Ambassador (2012)

StartingBloc
StartingBloc Fellow (2012)

EDITORIAL

Live FAST, Huffington Post,
Triple Pundit, National
Geographic Magazine,
National Geographic
Traveler, The Chicago
Reporter, Shanghai Talk,
Taiwan Business TOPICS,
WorldChanging.com,
Nerve, Marketing News

LANGUAGES

Fluent English, advanced
Mandarin, basic French