

ERICA  
AVERION





Erica Averion | Communication & Strategy Professional | [www.ericaverion.com](http://www.ericaverion.com)

A communication and strategy professional with 10 years of experience that spans start-ups, the private sector, public space, nonprofit arena, the criminal justice system, healthcare, and media world.

**PASSIONATE:** about people. People motivate me and ideas inspire me. I have a sense of purpose in the work I align with and if I commit to it, I'm excited to give it everything I've got. Although my background gives me experience, it's the core of my passion that drives me... tenacity, doing whatever it takes, implementing, and taking action.

**CONNECTED:** to social responsibility, social impact, restorative justice, trauma-informed care, prison reform, and human potential.

**EXPERTISE:** includes work in both the external communications world (advertising, branding, marketing, public relations, public speaking, event coordination, new communication technology) and with internal communications (leading human resources, creating core corporate rhetoric for organizations, communication auditing, employee onboarding, corporate culture creation, consumer behaviorism implementation).

**EXPERIENCE:** creating a nonprofit organization, developing business and fundraising for contracted state run programs, auditing internal communication for multi-faceted businesses, launching an employee engagement program for a Forbes ranked startup company, transforming company culture and morale, overhauling rebranding initiatives, facilitating company focus groups, creating communication collateral, building public relations strategies, coordinating production for a television network, planning large scale events, leading editorial direction for a publishing company, presenting/voiceovers, leading & motivating cross-functional teams, managing employee communication during acquisition/merger.

**Education :** in Professional Communication, Minor in International Relations & Affairs, Master of Science in Corporate and Public Communication, and a Graduate Certificate in Event Planning Management.

# Erica N. Averion

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## EMPLOYEE ENGAGEMENT EXPERIENCE

### Employee Engagement and Interaction Manager

NantHealth

Jan. 2014-Aug. 2014

- Collaborated with Human Resource departments across organization to execute employee engagement initiatives and to implement corporate communication best practices
- Led monthly NantHealth Communication Best Practices trainings for new hires
- Encouraged employee engagement through the creation of a People Engaging People (PEP) committee, monthly employee gatherings, and a performance incentive program
- Conducted evaluations, surveys, observations, and focus groups to identify where communication gaps existed and oversaw the development of an organization wide strategic communication plan
- Worked with departments on effective communication and team building by routinely encouraging leaders to engage with their associates, promoting streamlined information pathways
- Coached employees who were on Performance Improvement Plans by providing constructive criticisms, resources and tools specific to the issues and challenges faced by the employee
- Assessed and created communication processes and goals in congruence with overall company objectives
- Promoted a culture of high performance, continuous improvement, intentional motivation, and an environment that valued learning and commitment to quality
- Created monthly employee speaker series, featuring employees sharing personal and professional highlights as inspiration and motivation to the overall company

### Dream Manager

iSirona (acquired and merged into NantHealth)

Aug. 2013-Jan. 2014

Named one of the "*Nation's Fastest Growing Private Companies*" by Inc. Magazine

Listed by Forbes on their "*America's Most Promising Companies*" list

- Lead 50+ employees individually in creating personal and professional development plans as well as leading the overall program with 300+ employees
- Fostered a company culture of goal-setting, personal improvement, and high employee performance with over 80% of individuals fulfilling their plans successfully
- Organized creative team building engagement opportunities consisting of out of the office activities, physical challenges, games, and entertainment to further collaboration and unity among departments
- Helped employees to articulate their dreams and goals and develop a plan of action to accomplish them
- Provided tools and accountability such as target dream planners, action plan worksheets, and coordinated monthly meetings to "Dream Teams" - teams of people who had mutually identified dreams and goals
- Identified opportunities for the company to make investment toward the fulfillment of employees' dreams, for example funding entry fees for 5k races
- Created and maintained dreaming space to facilitate and celebrate the realization of dreams among staff including a unique reflection room, community garden, outdoor gathering areas, and vision boards
- Provided self-improvement and development library of books, guides, and materials for employee use
- Planned high-profile event featuring the governor of Florida, the local economic development alliance, chamber of commerce, and notable locals to announce success of company growth and employee retention

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**MARKETING &  
DEVELOPMENT  
EXPERIENCE**

**Director of Marketing**

Gulf Coast Medical Center, Hospital Corporation of America, June 2012-Aug. 2012

- Developed marketing, communications, strategic, and tactical plans to complement and advance business objectives of the facility
- Maintained and achieved budget goals while completing an advertising and marketing strategic plan
- Oversaw the development of all collaterals from concept to execution and distribution including: direct mail, product line brochures, and facility newsletters
- Monitored hospital website content and functionality to support service lines and ensured effective communication with key audiences including: patients, physicians, consumers, and the community
- Established social media policies and guidelines while proactively pushing content out to targeted users
- Collaborated with external resources including the Women's Advisory Board and other community health leaders on campaign development, execution, and media placement
- Developed and maintained positive working relationships with facility administration and management teams, serving as an advisor and team member for all marketing and public relations activities
- Determined appropriateness of media requests for information and oversaw the development of content, timing and manner of media releases in conformance with policies and codes of ethics
- Developed and oversaw community relations activities consistent with hospital business plan
- Represented hospital in community organizations and events, and advised members of the administrative team in regard to their community involvement, ensuring best representation of the organization

**Director of Development**

Children's Home Society of Florida

Sept. 2009-June 2012

- Managed internal development with 100+ staff including: communication, community partnerships, and fundraising activities
- Served as the main contact for all potential partnerships and affiliations
- Handled external business development as it related to contracts, partnerships, and community relations
- Developed and managed communication, media relations and the overall marketing plan
- Oversaw the development of division collateral materials while incorporating the statewide CHS logo, brand, and graphics guidelines into all internal and external messaging
- Provided management support to Board of Directors and Division Board committees
- Cultivated and developed community outreach initiatives for new and existing programs
- Managed all gift cultivation, solicitation and fundraising efforts including: annual appeals, corporate support, major and planned giving, endowed giving, special events, capital giving and in-kind support
- Raised over \$100,000 annually through gifts, fundraising, and special events

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**MARKETING &  
DEVELOPMENT  
EXPERIENCE**

**Marketing & Media Consultant**

Self-Employed

Nov. 2008-Sept. 2009

- Explored alternative ways such as guerilla marketing, subtle awareness, and subject matter expert publicity to receive increased media coverage for a broad range of clients
- Pitched ideas to media outlets for press opportunities, wrote and edited press correspondence
- Prepared and provided story angles for client visibility and coordinated events for client public appearances
- Researched case studies, journals, market analysis, and other key elements to meet clients' overall goals

**Media Chair & Secretary for the Board of Directors**

The Miracle League of the Emerald Coast

2005-2010

- Created correspondences about fundraisers and field developments and recruited players and volunteers
- Assisted with the execution all fundraising events: benefit concerts, auctions, and community awareness
- Served as a member of the capital campaign fundraising committee that successfully raised over \$400,000
- Raised funds by soliciting businesses, private intuitions, foundations, and individuals by building relationships with local civic groups, teams, leagues, benefit concerts, family estates, and grants
- Initiated in-kind donors and organized in-kind support timeline throughout project
- Worked with treasurer to ensure financial accounting was always current and donors were properly acknowledged in a timely manner
- Served on committees for the Ground Breaking and Opening Day Ceremonies which included collaborating with city officials on all event logistics and securing attendance of local dignitaries and state representatives
- Hosted over 300 attendees during the Ground Breaking and Opening Day Ceremonies

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**EDITING &  
JOURNALISM  
EXPERIENCE**

**Editorial Associate**

Rowland Publishing

Oct. 2007-Nov. 2008

- Researched articles and developed concepts for several editorial calendars
- Assisted executive editor of *Bay Life Magazine*, readership of 55,000+, by serving as a local publication liaison, conducting editorial research, and screening interns
- Directed and supervised photo shoots including magazine cover design
- Coordinated and represented company sponsored publicity events garnering additional interest into publications by securing story leads, fostering local celebrity partnerships, and surveying reader base

**Staff Writer**

*Bay Life Magazine, Emerald Coast Magazine,  
Tapestry Park Gazette*

Oct. 2007-Nov. 2008

- Wrote copy for numerous monthly articles and curated features to a geographically specific audience
- Developed editorial format and individual story concepts including: conducting interviews and research
- Assisted editor with correspondence to various media outlets, freelance writers, interns, internal and external customers and researched and selected photos and illustrations for magazine components

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**FREELANCE PROFESSIONAL DEVELOPMENT & COACHING EXPERIENCE**      **Mentor & Life Coach**      2013-Present

- Mentored 3 college students around goals, dreams, and employment
- Guided a military veteran in preparation for workforce reentry
- Prepared over 5 colleagues for active salary negotiations in their current positions

**Communication Coach**      2009-Present

- Coached political candidate on non-verbal and interpersonal communication for public appearances throughout the course of their campaign for a local judgeship
  - Worked with over 30 FSU graduate students around current communication best practices
  - Audited client's external public presence with the directive to unify central messaging
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**ENTREPRENEUR EXPERIENCE**      **Co-Owner**      Attollo Holdings, LLC.: Real estate solutions      2016-Present

**Co-Owner**      Attollo Investments, LLC: Real estate investment      2016-Present

- Developed business plan, operating agreement, and secured business advisor, CPA, asset protection specialist, and hired a property inspector
  - Built company infrastructure including: administration, accounting, legal and tax strategies
  - Networked with city real estate officials to create a roster of approved licensed contracting vendors
  - Created a catalog of financial institutions best suited for real estate investing
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**ADDITIONAL PROFESSIONAL EXPERIENCE**      **Sales Assistant**      The St. Joe Company      Sept. 2005-April 2006

- Served as the frontline contact for all WaterColor Real Estate Sales correspondence
- Assisted all real estate agents with the overall sales collateral

**Interview**      Oprah Magazine      Summer 2007

- Secured interview with Oprah Magazine for internship
- Accepted travel opportunity to Asia instead of internship

**On Location Production Assistant**      The Tonight Show, Jay Leno      Spring/Fall 2006, Spring 2009

- Coordinated extras, organized cue cards, helped perform crowd control, arranged props according to production manager's direction, and kept track of shoot list
  - Worked with local officials on location to ensure crew was in compliance with local permitting
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**PRESENTATIONS**      Communication Best Practices: Communication Planning & Dispute Resolution      2016  
*Presented to FSU graduate students*

Communication Best Practices- Political Campaign      2016  
*Freelance coaching presentation*

Current Trends in Workplace Conflict      2015  
*Presented to FSU Graduate Students*

Communication Best Practices      2015  
*General Communication Best Practices Presentation*  
*Presented to FSU Graduate Students*      2015

NantHealth Communication Best Practices      2013-2014  
*Presented to 300+ NantHealth employees*

Effective Communication & Cultural Practices in Singapore      2013  
*Presented to the leadership, development, integration, and project management team at NantHealth*



<b>PERSONAL &amp; PROFESSIONAL DEVELOPMENT</b>	Instagram Master Class, <i>Insta180</i>	2017
	Alpha Course: An opportunity to explore the meaning of life, <i>Alpha USA</i>	2016
	Beginner's Italian I, <i>Gulf Coast State College</i>	2015
	Behavioral Interviewing Certification	2011

<b>GLOBAL EXPERIENCE</b>	Planned and took part in an international destination wedding in Italy	2015
	Traveled to Ireland	2016
	Traveled to El Salvador: Humanitarian Project & Special Wheel Chair Mission	2013
	Traveled to China <i>Beijing, Suzhou, Hangzhou, Shanghai, Hong Kong, Guilin, &amp; Xian</i>	2008
	Visited the Republic of Lithuania	2006
	Traveled to Europe <i>Berlin, Germany; London, England; Vilnius &amp; Kanus, Lithuania</i>	Spring/Summer 2006

<b>COMMUNITY INVOLVEMENT</b>	Panama City Beach Rotary Club, President	2012-2013
	Panama City Beach Rotary Club, Board of Directors	2009-2013
	14 <sup>th</sup> Judicial Circuit Trauma-Informed Care Task Force	2012
	The Miracle League of the Emerald Coast Advisory Council	Lifetime Member
	Panama City Beach Chamber of Commerce	2012
	<i>Education Partnership Committee, Classroom Mentor, Bay High School</i>	2011-2013
	<i>Women's Symposium Task Force, Member</i>	2010, 2013
	United Way Loaned Executive Campaign	2010-2011
	Secretary, The Miracle League of the Emerald Coast, Board of Directors	2005-2010
	President, Florida State University Student Activities Council	2008-2009
President, Bay County Rotary Club under Panama City Beach Rotary	2007-2008	
Member, FSU Communication Club	2007-2008	

<b>RECOGNITION &amp; AWARDS</b>	Gold Student Addy Award, Project Coordinator for AOL Multimedia Campaign	2009
	Silver Student Addy Award, Project Chair	2008
	Who's Who Among Students in American Junior Colleges	2007
	Outstanding Leadership and Service Award- Gulf Coast Community College	2007

<b>EDUCATION</b>	<b>Florida State University</b>	August 2013
	Master of Science, Corporate & Public Communication	
	• Graduate Certificate in Event Management	
	<b>Florida State University</b>	May 2009
Bachelor of Arts, Professional Communication		
• Minor in International Relations & Affairs		
<b>Gulf Coast State College</b>	May 2007	
Associate of Arts, Journalism & Communications		
<b>University of Mississippi</b>	2004-2005	
• Transferred after one year due to an internship opportunity		