

ERICA BROOKE STEINKOHL

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EXPERIENCE:

A+E NETWORKS

ASSOCIATE MANAGER,
AD SALES PARTNERSHIPS
AUGUST 2022 – PRESENT

- Led the activation and project management for short-form promo content in partnership with big name advertisers across linear TV, digital streaming platforms, and social media
- Problem-solved rapidly shifting, time-sensitive directives to best serve internal ad sales, marketing production, and legal departments as well as external agencies and clients
- Created recap reports and presentations that distilled key takeaways on client campaign performance and yearly department output to strategically inform best practices
- Analyzed and re-structured a custom AirTable base for greater efficiency and team workflow, initiating an internal project build that saved \$100k in external development

A+E NETWORKS

PROGRAM RESEARCH ANALYST
JUNE 2019 – AUGUST 2022

- Monitored industry performance in the TV streaming landscape using Nielsen analytics
- Provided internal research expertise, leveraging proprietary and secondary data to analyze viewing, glean insight and articulate meaning for programming and scheduling
- Conducted segmentation and positioning analysis for A+E's core brands and audiences, including deep dives on AA media consumption and pre vs. post COVID viewing levels

UF INFORMATION TECHNOLOGY

E-LEARNING STUDIO TECHNICIAN
CITT VIDEO STUDIOS | JUNE 2017–MAY 2019
VIDEO & COLLAB SERVICES|AUG '16–JUNE '17

- Produced interactive e-learning content for the University of Florida using greenscreen technology, working with a variety of faculty, staff, & instructional designers on campus
- Promoted over a span of three years, assisting with the training of four new hires
- Compiled KPIs and client feedback to analyze and inform content strategy + positioning

FOX SPORTS

CAMPAIGN CONSULTANT
FEBRUARY 2018 – FEBRUARY 2019

- Spearheaded & presented a winning, full-scale integrated marketing campaign plan
- Worked on set for the "FOX Sports Supports-Ticket to Dream" PSA benefitting foster youth, inspired by original storyboards and featuring talent across sports + broadcast

SHOWTIME NETWORKS

CREATIVE MARKETING INTERN
JUNE 2018 – AUGUST 2018

- Developed multimedia promotional content for *Shameless*' 100th episode campaign
- Conceptualized & pitched a millennial-targeted marketing plan titled the #ShoMo effect, rated by a majority of the +200 employees in attendance as the #1 pitch of the day

LEADERSHIP

FOUNDING CO-CHAIR - "MAZEL"
EMPLOYEE RESOURCE GROUP (ERG)
@A+E Networks (April 2023 – Sept 2024)

- Served on A+E's intersectional ERG council championing diversity, equity, and inclusion
- Led the exec team & committee of "Mazel", A+E's resource group for Jewish employees
- Managed the group's marketing & communications initiatives in its inaugural year
- Built a general body of 140+ and organized over a dozen events + panel discussions

MEMBER + ASSISTANT TO THE
ATTRIBUTION COUNCIL – ARF
Advertising Research Foundation (2020-22)

- Chaired the cross-platform measurement council as ARF "Young Pro" Secretary
- Administered notes and correspondence on research related to targeted attribution, online/offline measurement, & identity resolution in a post-cookies digital landscape
- Represent A+E at events hosted by the Advertising Research Foundation in NYC

CREATIVE ASSOCIATE PRODUCER,
University of FL - Gator Growl (2018-19)

- Led a team of 10+ as lead project manager, script writer and editor on over 25 promo videos for the nation's largest student-run pep rally (featuring artists like *Snoop Dogg*)

PROFICIENCIES: Deck Building & Presenting, Analytics & Research, Web Design, Copywriting, Account Mgmt.

SKILLS: Nielsen, AirTable, Microsoft Office, Excel, Adobe Suite Software, Hootsuite and Google Analytics

EDUCATION

CORNELL UNIVERSITY, BUSINESS ANALYTICS, ONLINE GRADUATE CERTIFICATE

UNIVERSITY OF FLORIDA, COLLEGE OF JOURNALISM & COMMUNICATIONS – MAGNA CUM LAUDE GRADUATE
BACHELOR OF SCIENCE, ADVERTISING| MINOR, BUSINESS ADMINISTRATION| MINOR, DIGITAL ARTS & SCIENCES