

ERICA ACHA-MORFAW, APR

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OBJECTIVE

Communications and marketing strategist seeking to help the Center for Outcomes Based Contracting expand its national impact by accelerating adoption of the OBC model and supporting its growth into an independent organization.

SKILLS

Strategic Communications	Communications Planning & Operations
Brand Strategy & Stewardship	Digital Content & Web Governance
Stakeholder Engagement	Analytics & Performance Measurement

TOOLS

Adobe Creative Suite	Microsoft 365 & SharePoint
Canva	Email Marketing (Mailchimp, Constant Contact)
Google Analytics	Website CMS (WordPress, Drupal, GovHub, etc.)

PROFESSIONAL EXPERIENCE

State Charter Schools Commission of Georgia

Dec 2020 – Present

Communications Manager

Lead strategic communications for Georgia's charter school authorizer, overseeing communications strategy, digital engagement, executive support, and public information systems that enable statewide stakeholders to understand and act on complex policy and governance decisions.

- Built the agency's segmented newsletter program from the ground up, publishing more than 100 targeted editions annually for staff, school leaders, governing boards, and external partners while sustaining a 65% open rate and driving click-through rates of up to 70% on priority resources.
- Steered communications strategy during early 2025 federal policy uncertainty, partnering with the media to deliver clear, authoritative guidance that reduced confusion and reinforced the agency's reputation as a trusted source for Georgia's charter school community.
- Transformed the agency's digital communications through content governance, SEO-driven publishing, and audience-focused web strategy, increasing website traffic fivefold and surpassing annual grant engagement and charter application targets.
- Developed and delivered statewide communications and training programs enabling charter school leaders to understand and comply with evolving legislative and Georgia Department of Education requirements.
- Designed targeted outreach campaigns for charter petition and subgrant opportunities, increasing application volume by 20% year over year and contributing to \$5 million in additional subgrant funding awards in 2026.
- Strengthened public governance operations through executive briefings, board scripts, public notices, accessibility coordination, and live meeting support that ensured transparent, compliant decision-making.
- Built the agency's first brand governance system, improving consistency through visual standards and reusable templates while reducing production time by more than 50%.

Cardinal Digital Marketing

May 2020 – Nov 2020

Senior Account Manager

Partnered with healthcare and consumer clients to align communications, marketing, and cross-functional execution during periods of organizational growth and change.

- Directed stakeholder communications for a \$300M healthcare acquisition by aligning messaging across digital, creative, and customer channels, supporting employee retention, positive media coverage, and investor confidence.
- Led cross-functional teams spanning strategy, creative, paid media, and analytics, introducing project governance and performance reporting practices that improved delivery speed and client satisfaction.

DRUM Agency

May 2018 – Apr 2020

Account Manager (Promoted from Senior Account Executive)

Led integrated enrollment marketing strategies for higher education clients while improving the operational systems that enabled cross-functional teams to deliver campaigns more efficiently and profitably.

- Drove 25%+ enrollment growth for higher education clients by developing targeted audience segmentation, messaging, and multi-channel outreach strategies for nontraditional student groups.
- Implemented a project management system that improved campaign coordination, reduced operational inefficiencies by 30%, and increased account profit margins by over 40%.

Snap Inc.

Jan 2017 – Apr 2018

Activation Manager

Directed regional market activation for a major consumer technology launch, overseeing field operations, managing retail partnerships, and driving scalable go-to-market execution across the Southeast.

- Directed regional go-to-market activations for Snap Spectacles, managing and training a 10-person field team across four markets and generating \$1.3M+ in regional sales.
- Co-developed a Microsoft Stores partnership playbook adopted as the national standard for field execution and partner engagement.

SkinnyPop Popcorn

2015 – 2016

Marketing Associate

Supported regional market expansion by executing grassroots marketing, developing retail partnerships, and coordinating experiential campaigns that increased brand visibility across Georgia.

EDUCATION & CERTIFICATIONS

Accreditation in Public Relations (APR) | Universal Accreditation Board | 2025

School Access & Quality Research Fellow | Massachusetts Institute of Technology | 2022-2023

Led statewide research on charter school enrollment access, surveying over 3,000 families and translating findings into actionable policy recommendations and implementation frameworks used in statewide strategies serving 50,000+ families.

Digital Marketing Certification | General Assembly | 2018

B.S., Marketing | Georgia State University | 2017

VOLUNTEER & COMMUNITY LEADERSHIP

United Way of Greater Atlanta (UWGA) | 2024 – Present

UWGA Young Professional Leaders Committee Member & Marketing Chair | 2026 – 2027

Support member engagement and volunteer programming that connects professionals under 40 with United Way initiatives serving individuals and families across Greater Atlanta.

Junior League of Atlanta | 2024 – Present

Contribute to volunteer initiatives focused on improving outcomes for women and children in the Atlanta community.