

# Erica Yanoshak

## AI-Certified, Digital Marketing and Business Development Professional

With over 20 years of experience in public, government, and client relations, complemented by a six-month AI and ML Certification, I bring a powerful combination of technical expertise, strategic thinking, and client-focused communication. Seeking a challenging role where I can leverage my diverse expertise bridging the gap between data science and actionable business solutions, delivering impactful results across diverse industries.

## Experience

### Marketing & Website Consultant

Nonprofit Web Development | 2023 - Present

Conceptualized, designed, built, & launched responsive websites, aligning visual elements with the new branding identity for consistent user experience

### Business Development Manager

24 Seven | 2022 - 2023

Closed new business deals by developing and negotiating contracts, client requirement analysis, & collaboration with recruiting teams

### Digital Project Manager

Business Growth | 2021 - 2022

Led multiple projects from ideation to completion within scope & budget; Coordinated internal resources & third parties to ensure timely delivery

### Marketing Strategist

Zer0 to Five, Marketing & PR Agency | 2019 - 2020

Managed website builds, digital projects & campaigns from concept to completion; Tracked & analyzed performance analytics to optimize results

### Senior Account Executive

DMW Direct, Marketing Agency | 2013 - 2018

Formulated integrated advertising & marketing strategies, including digital, print & DRTV campaigns, website launches & multi-channel campaigns, ensuring cross-channel cohesiveness

### Manager of Government Relations

Unisys Corporation | 2007 - 2010

Developed & implemented Unisys' legislative strategy, tactics & content; Strengthened political impact by fostering relationships with high-level executives & federal legislators

### Legislative Staff Assistant

United States Senate | 2005 - 2007

Conducted policy & legal research to support legislation on defense, veterans affairs, foreign affairs, & foreign trade issues



## Education

### Johns Hopkins University

Masters, Digital Communications and Public Relations

2011 - 2013

### Pennsylvania State University

Bachelors, Psychology

2001 - 2005

## Certifications

### UPENN, College of Liberal and Professional Studies

AI & Machine Learning Certification

April 2024 - November 2024

### Mimo Coding

Python AI Development Certification


May 2024 - June 2024

### Google


Google Analytics Certification

March 2024 - March 2025

## Contact

 (703) 599-5213

 e.yanoshak@gmail.com

 Philadelphia, PA

## View My Work



[ericayanoshak.com](http://ericayanoshak.com)



[github.com/EricaYanoshak](https://github.com/EricaYanoshak)