

Erika L. Andrews

Marketing Creative Professional

digital marketing | design | content creation







@erikalyncreative

ERIKA ANDREWS

Marketing Communication Specialist

CONTACT

 (978) 290-7849
 andrewshousehold@gmail.com
 erikalyn.com
 @erikaandrews

EXPERTISE

Project Management
Brand Management
Logistic planning
Communication
Event Planning
Agenda Setting
Copywriting
Budget Management
Graphic Design
Digital Marketing

TECHNOLOGY

Microsoft Office Suite
Adobe Suite
Google Workspace
Zoom
Canva
Wordpress
Mailchimp
Constant Contact
Social Media Platforms
CRM Platforms

PERSONAL SKILLS

Detail Oriented
Strong Organization
Community Building
Problem Solving
Creative Writing
Adaptability
Creativity

PERSONAL PROFILE

Experienced marketing communications professional with 25 years of expertise in project management, event planning, digital media, content writing, graphic design, and social media strategy. Adept at managing both independent and collaborative projects as an entrepreneur, consultant, and team member. Passionate about contributing to organizations that enrich others through creativity and art. Seeking a role that aligns with my dedication to enhancing lives through meaningful opportunities.

WORK EXPERIENCE

CO-FOUNDER/MARKETING MANAGER

Sostratus, LLC | 2016-2025

- Lead cross-functional teams and collaborate with external vendors to manage multi-level projects.
- Coordinate corporate travel logistics for key industry conferences and support staff with event planning and networking.
- Oversee corporate charitable contributions and partnerships with local nonprofits, healthcare projects, and restaurants.
- Develop B2C business strategies to expand local business prospects through community engagement.
- Manage digital media content and design graphics to enhance the company's brand and marketing efforts.
- Create and maintain a monthly content calendar for social media platforms, increasing online presence.
- Write clear, engaging content that communicates technical services to a broad audience.
- Provide design, content writing, and digital media support for small businesses' websites.

MARKETING MANAGER





Manchester Athletic Club | 2014-16

- Plan and execute annual member events, ensuring smooth logistics and high engagement.
- Organize Chamber of Commerce networking meetings and engage with community members.
- Analyze the success of sales promotions and member events, presenting actionable insights for improvement.
- Oversee all marketing materials, from conceptualization to approval, ensuring brand consistency.
- Collaborate with an outside agency to rebrand the club's corporate image.
- Maintain and manage social media calendar, driving member engagement and sales leads.
- Provide creative direction to contracted designers and videographers.
- Plan and host community health and wellness workshops.

ERIKA ANDREWS

continued

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Creativity

WORK EXPERIENCE CONTINUED

SYSTEMS ANALYST / PRODUCER

The Boston Globe | 2001–2004

- Designed, planned, and implemented the services website and interactive microsites for annual events.
- Acted as liaison between the technology department and content teams to ensure smooth project execution.

EDUCATION

BACHELOR OF SCIENCE - COMMUNICATIONS

University of Massachusetts Amherst, 1993–98

INTERNSHIP - ATTRACTIONS/ENTERTAINMENT

Walt Disney College Program, 1997

VOLUNTEER

GLOUCESTER PUBLIC SCHOOLS

- Parent Advisory Council, 2025
- Gloucester High Drama Club Boosters (President, VP Marketing/Public Relations), 2021–2024
- East Gloucester Elementary School PTO (5th Grade Parent Chair, Lead Coordinator for School Plays)
- West Parish Elementary School (5th Grade Play Parent Lead Coordinator)

WELLSPRING HOUSE

- Spring Event Planning Committee, 2021 & 2022

Contents

Web Design/Development

Treetop Yoga
Vadala Real Estate

Social Media Marketing

Sostratus

Web Ad Series

International Insurance

Print Design

Sostratus sales sheets

Miscellaneous

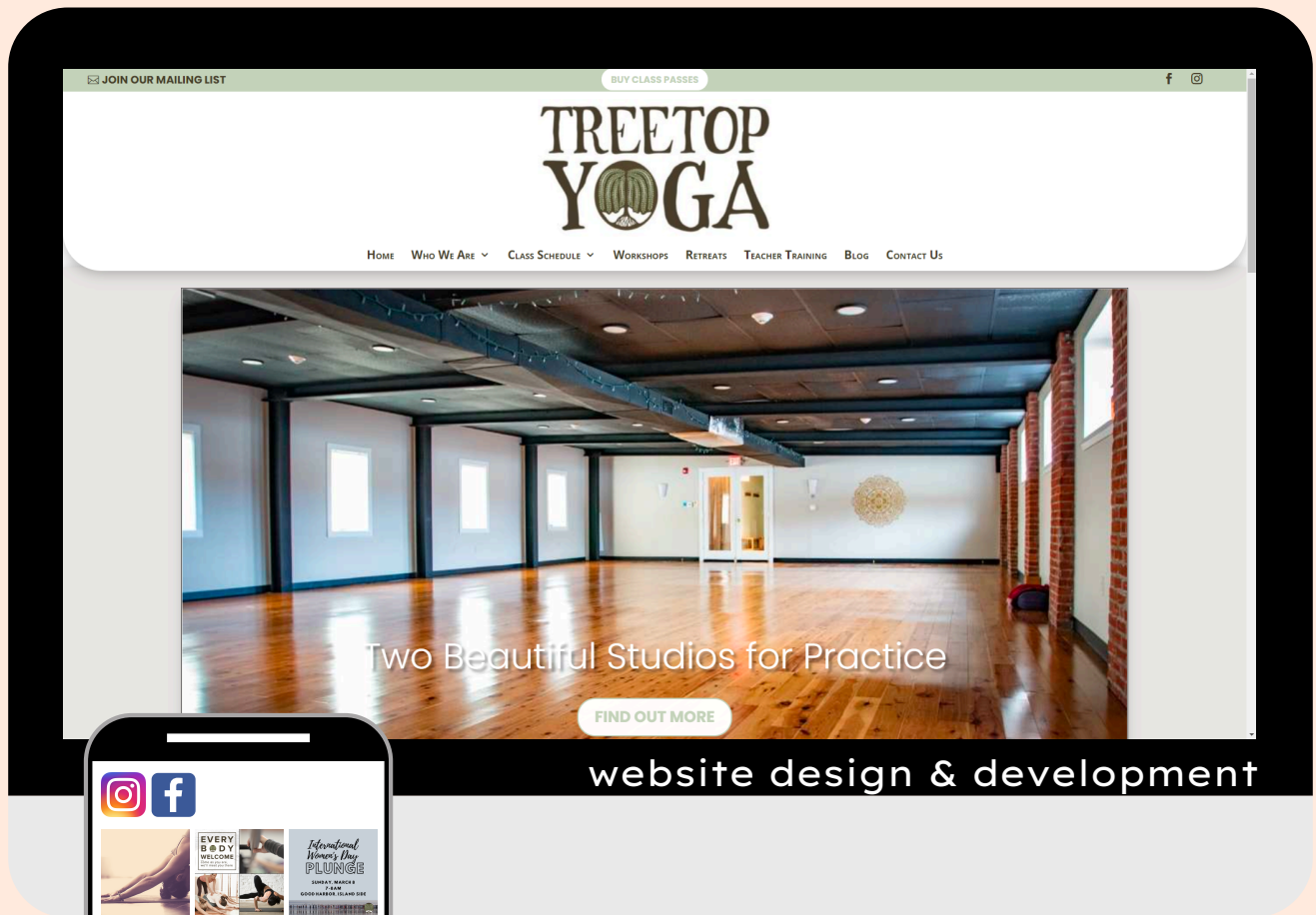
Sostratus business cards
Kathy Clancy campaign postcard

Content Creation

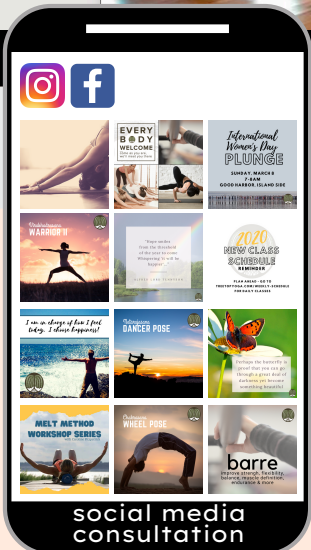
Sostratus website

**For more examples of my work,
please visit my portfolio and blog
on erikalyn.com**

Treetop Yoga



website design & development



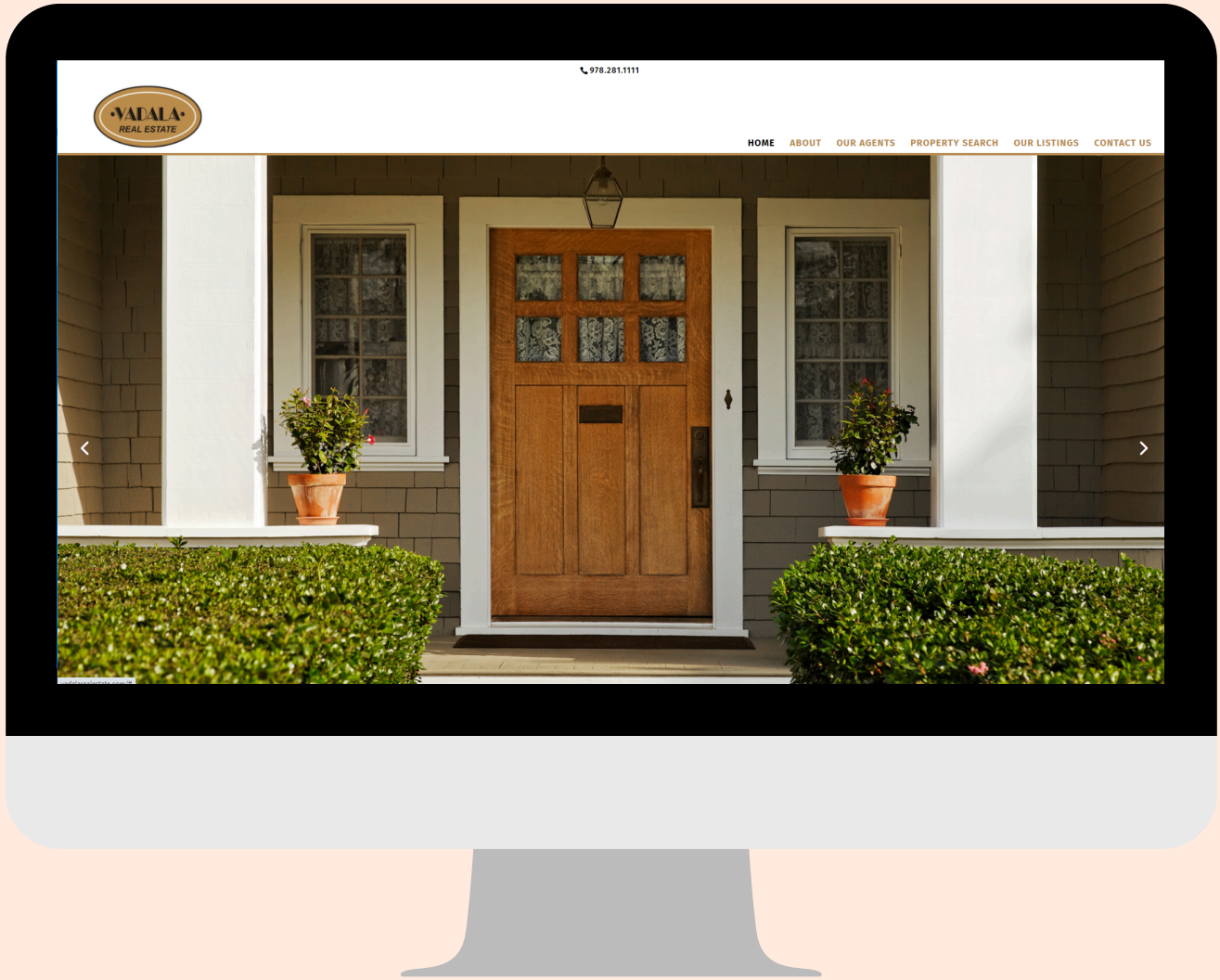
social media consultation

web design & development
social media consultation



digital marketing | design | content creation

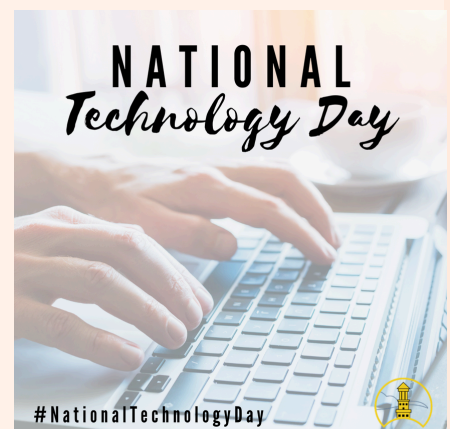
Vadala Real Estate



web design & development



Sostratus



Sostratus



Are Your Employees' Credentials on the Dark

Protect your business from the increased security threats caused by exposed login and password details on the Dark Web.

Dark Web Services

Our 24/7 Dark Web Monitoring solution provides critical alerts for business domain and employee credentials. The earlier you know about these compromises, the sooner you can reset passwords and resolve these security gaps.

We leverage the power of both advanced technology intelligence and human analysts to proactively search for and analyze compromised and exposed login credentials that can make your business a hot target for cybercriminals.

A Dangerous Threat

- ✓ Passwords for 25.9 million Fortune 1,000 business accounts float around on the Dark Web.¹
- ✓ In 2021, the average ransom paid increased by 82% to a record \$270,000 (\$4.4 million), compared to just \$170,000 (\$123,000) in 2020.²
- ✓ Organizations having 50% remote workers took 31.6 days on average to detect and contain a data breach whereas organizations having on-site employees took 287 days.³
- ✓ 67% of respondents said threat volumes and severity have increased significantly.⁴


24 x 7 x 365 MONITORING
Identify and investigate exposed login credentials or pairs discovered directly linked to your business email domains or IP address details.

OVERCOME PASSWORD RESET
Individuals often reuse the same login credentials across multiple platforms, which makes them more vulnerable to credential theft. Overcome the risks related to bad passwords.

ALERTS AND REPORT ANALYTICS
With 80,000+ domain compromises discovered daily, access reporting and analytics on industry trends and evolving risks and take preventative actions to avoid cyber threats.

PROACTIVE PREVENTION
Cyberattacks are becoming increasingly inevitable. However, implementing Dark Web monitoring will help reduce the risks and threats caused by exposed employee credentials.

CONTACT US TODAY TO FIND OUT IF YOUR BUSINESS IS ALREADY EXPOSED ON THE DARK WEB



Identify & Protect Critical Network Entry Points

Unified, vulnerability scanning identifies rogue entry points within your network and sends alerts after the scan is complete.

VULNERABILITY SCANNING

VULNERABILITY MANAGEMENT
Every network needs routinely scheduled vulnerability scans to maintain robust IT security hygiene. Get your network scanned regularly to detect potential issues.

AUTOMATION
Find vulnerabilities faster with easy-to-run vulnerability scans. It not only eliminates manual processes and repetitive steps but also decreases your exposure to vulnerabilities.

COMPREHENSIVE SCANNING
Our external scanners check network firewalls and other "perimeter" defenses, whereas our internal scanners check every device within the network. Both are centrally managed via a web-based portal.

DRILL-DOWN DASHBOARDS
Access scan results through our easy-to-use web-based portal as high-level trend data and important info are displayed at the top. Use convenient filters and hyperlinks to access more information.

Ransomware-as-a-Service (or RaaS) provides virtually anyone with the ability to buy a subscription for all the tools they need to launch devastating cyber attacks. The entry barrier for ransomware is low, leaving businesses vulnerable to attacks.

Your organization has what hackers want – a treasure trove of customer and employee personally identifiable information (PII). Just as a burglar can easily break into your house through open windows, malicious hackers can get inside your organization's network using rogue access points.

Having a platform for routine vulnerability scanning at your fingertips helps your business identify and eliminate security gaps before they are exploited.

- ✓ Ransomware threats increased by 151% in the first half of 2021 as compared to the first two quarters of 2020.¹
- ✓ 13.4% of all critical risks are related to unpatched, unsupported or outdated systems.²
- ✓ 88% of respondents realized the significance of unified security across devices, apps and other systems.³

Source:
1 EY Sept. 2021
2 Vulnerability Scan Report, 2021
3 Insider Threats Mitigation

DON'T GIVE HACKERS A Foothold. TIGHTEN YOUR IT SECURITY WITH VULNERABILITY SCANNING.



Managed Security Operations Center

Detect attacks by monitoring for cyberthreats with our Managed Security Operations Center (SOC).

CYBERTHREAT MONITORING

Effective Defense Strategy

Today's cyber threats require equally advanced security strategies that continuously adapt to overcome new and evolving security risks and vulnerabilities. To protect your business critical operations and its valuable information assets, adopting a comprehensive, layered-security defense is essential. Implementing and effectively managing the security operations for your business can be challenging without the proper resources.

Our Managed Security Operations Center or SOC-as-a-Service solution can solve this problem for your business. We combine the power of people, processes, and technology to provide essential security capabilities such as real-time threat and intrusion detection, rapid incident response and investigations, and continuous 24/7 monitoring and vulnerability management.

Overcome Security Challenges

Take advantage of our team of seasoned cybersecurity professionals and expert analysts to empower your business to overcome today's top cybersecurity challenges and implement a more proactive and preventative approach to protecting your business.

24/7 THREAT MONITORING AND ANALYSIS

REAL-TIME INVESTIGATION AND THREAT HUNTING

THREAT ISOLATION AND REMEDIATION

INCIDENT RESPONSE AND NOTIFICATIONS

CONTACT US TODAY TO FIND OUT HOW OUR SOC SERVICE CAN REDUCE THE TIME TO DETECT CONTAIN AND RESPOND TO THREAT INCIDENTS OR SECURITY BREACHES AND ENABLE YOUR BUSINESS TO AVOID COSTLY DISRUPTIONS AND DAMAGING DATA LOSS FROM CYBER ATTACKS



Simple, Powerful, Automated Phishing

Advanced email security powered by artificial intelligence for Microsoft 365 and Google Workspace

AUTOMATED EMAIL SECURITY

Problems we solve

Email attacks, including phishing and BEC scams, are a major concern for businesses. Additionally, account takeover (ATO) attacks have become increasingly prevalent.

These attacks bypass standard security controls and spam filters, making them difficult to detect.

Our advanced email security platform mitigates these risks and ensures the safety of your sensitive data.

Threats to watch out for

Business email compromise (BEC): Fraudsters can impersonate trusted sources to deceive employees into sharing sensitive data.

Account takeover (ATO): Legitimate email accounts are compromised to launch email attacks.

Phishing and spear phishing: Sophisticated attacks leverage company profiles and social media to execute successful spear phishing attempts.

Malware and ransomware: Emails containing malicious URLs and attachments can lead to the download of malware or ransomware.

REAL-TIME PROTECTION
Secure your organization against advanced recurring cyberthreats in real-time, ensuring uninterrupted communication flow.

ADVANCED PHISHING DEFENSE
Our solution offers superior protection compared to standard security controls or built-in email security measures.

SWIFT INCIDENT RESPONSE
By stopping most phishing attacks in their tracks, our solution reduces incident response time and minimizes potential damage.

IMPROVED CYBER RESILIENCE
Strengthen your organization's ability to withstand and recover from cyberthreats.

CONTACT US TO KEEP YOUR BUSINESS SAFE FROM EVEN THE MOST SOPHISTICATED CYBERATTACKS AND SOCIAL ENGINEERING SCAMS

International Insurance



**INTERNATIONAL
INSURANCE.COM**



**Best
Global
Health
Insurance**

♥ aetna
Cigna.
GeoBlue
JIMG

GET A FREE QUOTE




**INTERNATIONAL
INSURANCE.COM**



**Flexible Worldwide
Health Insurance Coverage**

Cigna.

GET A FREE QUOTE



**Flexible Worldwide
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Cigna.

GET A FREE QUOTE



**INTERNATIONAL
INSURANCE.COM**



**Compare
International
Medical Plans**

GET A FREE QUOTE



**INTERNATIONAL
INSURANCE.COM**



**Best International
Health Insurance
for US Citizens**

GeoBlue

GET A FREE QUOTE

miscellaneous

business cards



campaign postcard

Re-Elect
KATHY CLANCY
GLOUCESTER
School Committee

- ★ **Invested in our Community**
Kathy is the parent of a GHS senior, a long-time resident, and a dedicated Community Council member of the Gloucester Education Foundation.
- ★ **Experienced and Dedicated**
Kathy has served for 12 years on the School Committee, 4 of those as Vice Chair, and she is Chair of the Building and Finance Subcommittee. She also serves on the East Gloucester/Veterans' Elementary School Building Committee and previously served on the West Parish School Building Committee.
- ★ **Professional Skills that Work for GPS**
Kathy worked for over 20 years in finance and corporate operations. She earned her BS in accounting and her MBA in finance.

Gloucester's Schools have made incredible progress during my 12-year tenure on the School Committee. Student achievement is up and continues to climb, student supports have increased, facilities have been vastly improved, and new curricula and exciting learning opportunities are in place across the District.

My professional skills in finance and operations have proven essential as we've launched impactful new school programs and established fair and forward-thinking annual budgets.

I'm so proud of what we've accomplished, and I'm committed to continuing this progress as we navigate the evolving challenges ahead, because there's more work to be done.

My goal is for every child in Gloucester to receive an excellent education that inspires them to love learning and launches them into a successful future.

I respectfully ask for your vote for School Committee on November 2nd (My name is 7th on the ballot).

Warmly,
Kathy

Kathy Clancy
Proven leader for our schools.
Passionate advocate for our kids.

print design



web content

About Us | The Sostratus Way

Sostratus, LLC's mission is to provide small to mid size businesses with streamline solutions comparable to those traditionally reserved for larger corporations who have the budgetary allowance for internal IT personal. With a background in the large business space, owner Rich Andrews believes in proactively monitoring and maintaining your systems for ongoing optimal performance. He is continually researching and introducing new services that he sees as beneficial to a business' environment. Each customized solution offered by Sostratus ultimately ensure your business and your employees have the tools and equipment to get the job done without frustrating technological roadblocks.

Rich formed Sostratus (formerly Capenets) in 2004, when he recognized the lack of options for reliable Information Services being offered to small to mid-size companies across the region. The company started with one business and is now servicing over 100 companies across New England. Rich strives to treat each client as his first, and continues to provide exceptional service to each client, ensuring his staff meets the same level of attention to the businesses we serve.