

ERICA RICE

SYSTEMS & OPERATIONS STRATEGIST



Fork Union, VA 23055

erica@ericarice.com

ericarice.com

757-754-7174

OVERVIEW

Operations strategist and systems designer who helps business owners and teams work better, not harder. Erica builds the tools, templates, and workflows that remove friction, create clarity, and keep things moving. Certified Agile Facilitator with a focus on small businesses and creative organizations. Erica doesn't manage the work, but rather how it flows and the conditions that make good work possible.

EXPERIENCE

Jul 2018 - **Founder & Systems Strategist**
Present Erica Rice Digital Consulting, LLC

- Lead systems consulting, workflow design, and technology strategy for small businesses
- Build intuitive processes, automations, and CRM setups that reduce workload and increase clarity
- Facilitate strategy sessions to align business goals with technology and clients' energy and working style
- Streamline client scheduling, invoicing, and CRM systems to maintain consistent operations and support revenue flow
- Manage 40+ WordPress websites with a structured, scalable maintenance system
- Oversee contractors, operations, sales, and long-term client relationships

Sep 2023 - **Digital Project Manager**
Nov 2025 IMAGEMAKERS, Inc.

- Led strategy and delivery for an enterprise client, guiding priorities for 55+ high-visibility websites
- Directed a cross-functional team, ensuring alignment, clarity, and efficient execution
- Established scalable processes for speed, uptime, user experience, and long-term maintainability

EDUCATION

ECPI University

Graduated in 2011

B.S. in Computer and Information
Science, *magna cum laude*

Specialization: Web Development

CERTIFICATIONS

Certified ScrumMaster
ScrumAlliance
August 2025

Certified Agile Facilitator
ScrumAlliance
May 2025

TECH & SYSTEMS SKILLS

- Systems Mapping & Workflow Design
- CRM, Project Management, & Automation Tools (ClickUp, Asana, 17hats, Zapier, Square)
- Web Systems & WordPress Maintenance
- HTML, CSS & Design (Photoshop, Figma, Canva)
- Process Optimization & Documentation
- Technical Troubleshooting & Integration Support

EXPERIENCE (CONT'D)

- Drove UX, integration, and optimization initiatives that improve performance and conversions
- Owned SOWs, budgets, timelines, and stakeholder communication with consistency and confidence

Apr 2015 - **Design Educator**, Part-Time

Mar 2021 Chegg (Formerly Thinkful)

- Taught UI/UX design principles to adult learners in a fast-paced bootcamp environment
- Provided detailed critique, project guidance, and practical instruction on usability and interface design
- Supported students in portfolio building, confidence, and transition into tech roles

Apr 2015 - **UI/UX Web Developer**

Jul 2018 Sentara Healthcare

- Redesigned the corporate intranet with a responsive, user-focused interface and aligned design decisions with stakeholder needs
- Created interfaces that met project goals and supported both employees and organizational managers
- Researched, designed, built, and deployed UI solutions focused on usability and performance
- Managed WordPress administration and supported SharePoint 2010 team portals

Nov 2012 - **Information Technology Consultant**,

Apr 2015 **Web Designer/Developer**

Marathon Consulting

- Designed and developed client websites using Adobe Photoshop, Umbraco CMS, C# Razor script, HTML & CSS

VOLUNTEER

Webmaster & Membership Committee

Fluvanna Women in Business
Palmyra, VA

2025-Present

Design and maintain the website which includes a membership portal and directory.

Strategic Mastermind Group Facilitator

Peninsula Women's Network
Newport News, VA

2022-2023

Led monthly workshops, guiding small business owners to identify and overcome hurdles in their businesses. Offered resources and advice and helped make strategic business connections for those looking to network, learn, and grow.

V.P. of Communications

Peninsula Women's Network
Newport News, VA

2018-2022

Responsible for *email & social media communication for membership and the local community*