

Erica Kouros

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Qualifications Summary: Accomplished Educator and Marketing Management Professional with extensive experience in educational leadership, personnel management, communications, budget management and problem solving related to goal attainment

Education: Grand Canyon University – Masters in Educational Leadership
Grand Canyon University – MBA Completed Anticipated Completion Fall 2018
University of Houston, Bachelor of Business Administration in Marketing

Fort Bend Independent School District

Stephen F. Austin High School – Marketing Educator

2014 – Present

- Curriculum Writer Business and Marketing CTE courses.
- District Professional Development Presenter – New Teacher Orientation
- Campus Professional Development Presenter of Best Practices with Technology.
- Campus Web Administrator; responsible for communicating consistent messaging in line with the mission and vision of FBISD and Stephen F. Austin High School.
- BIM Dual Credit Professor/Houston Community College
- 2017-2018 Campus Technology Integration Champion
- 2016-2017 Dual Task Force Committee Member for FBISD
- 2016-2017 TAPPS Mentor Teacher; responsibilities included new teacher development, classroom observations and provide feedback.
- Marketing Program Area Budget Manager for Campus
- DECA CTSO Advisor
- Student Leadership Development through DECA including Leader Retreats, DECA academy student selection, development of student professional development, competition training and test training.
- 2015 Climate Committee Team Member tasked with data analysis and best practices to increase a positive climate on campus.
- 2015-2016 Critical Team Member for STEMosphere; tasks include facilitation of assigned responsibilities and marketing efforts for the event in conjunction with students leadership. Assisted in the planning, communications, facilitation for district and community STEM event.
- 2014 Conference Presenter for Region IV CTE Conference
- 2014 Practicum Coordinator for Campus, including program development, implementation and completion of reporting mechanisms for the program.

Hodges Bend Middle School – Department Chairperson/8th Grade English Language Arts

2007 - 2014

- Instructional Leader for the ELA Department including development of processes and procedures for the department, ensuring alignment with campus and district goals, and to coordinate dissemination of district and campus information.
- Developed and Implemented campus process and procedures for OLPT Testing.
- Assisted with the launch of the Foundations program as a team member, collected data, analyzed and developed processes for year 1 foundations implementation.
- Collaborated, planned and executed Warrior Camp including writing mailing materials, call outs, web content and other communications pieces to create awareness of this 6th grade summer program.
- Administered 2013 eighth grade career day by collaborating with custodians, teachers, PTA and administrators to organize meetings, establishing and meeting deadlines, running multiple projects and ensuring student safety. Focus was on developing public relations pieces as well as communicating with outside guests to present a positive and professional appearance to new guests to HBMS.
- National Junior Honor Society Advisor
- Administer protocols for conflict resolution as a trained CPI campus team member.
- 8th grade Pre AP and Academic ELA Instructor as well as managed department budget.
- Served as 2013 Campus Teacher of the Year Committee member by interviewing and scoring candidates.
- 2010 Development of Campus Newsletter
- Invest Mentor
- 2012 Campus Teacher of the Year
- 2007 – Nominee Rookie Teacher of the Year

FEC Holdings, Inc. – Director of Marketing
September 2006 – August 2007

As the Director of Marketing I was responsible for budget management, sales force leadership and personnel management for Incredible Pizza Company in Multiple Markets Collaborated with and led the local market sales team in multiple locations including, Sugar Land, Dallas, Houston, Pasadena, Oklahoma and Louisiana. Facilitated and Collaborated with the sales and marketing team the development of strategic messaging, branding and positioning including serving as the primary point of contact for all media inquiries, advertising, branding and all other strategic marketing related inquiries.

- Personnel Management of approximately 15 staff members in multiple markets. This included goal setting, team professional development and implementation of sales force software for lead tracking and follow up.
- Designed and executed strategic marketing and communications campaign with the sole efforts to rebrand the Sugar Land Location of Incredible Pizza Company.
- Developed customized exclusive strategic marketing and communications plans for all Incredible Pizza Companies.
- Developed and capitalized on existing relationships with local media in new and existing markets.
- Planned and executed grand openings of new Incredible Pizza Locations through targeted strategic marketing and communications plans.
- Collaborated with marketing team for website development and rebranding.
- Developed relationships with local school districts to provide student incentive programs.
- Budget Management for multiple locations.
- Development of Sales Incentive Programs including implementation across multiple locations.
- Managed Multiple Projects.

Kimball Hill Homes – Houston Marketing Coordinator
September 2004 – September 2006

As the Houston Division Marketing Coordinator I was responsible for collaborating with the Marketing Team, the Houston Division branding, marketing and positioning as the premier Homebuilding in Houston. This included coordinating strategic communications with the corporate marketing department for distribution to the local Houston Media, development of press releases, coordination of radio, print and web based marketing campaigns for over 20 communities in Houston and it's outlying areas.

- Coordinated all strategic marketing plans for the Houston Market with the end goal of increasing traffic to Houston Communities.
- Developed, edited and implemented Division Communications including monthly and quarter sales and marketing presentations and Division Staff Meetings.
- Developed relationships with local media including Hot on Homes, The Houston Chronicle, and other relevant industry contacts.
- Planned and executed new community realtor and public events as well as existing community stakeholder events.
- Networked with relevant stakeholders through meetings with GHBA, Sales and Marketing Council and the American Marketing Association.
- Collaborated with the Internet Sales and Marketing Division to implement web based e-marketing to increased traffic to Houston Communities.
- Led the Marketing and Communications team to launch Fieldstone Development in Richmond, Texas including marketing collateral development, development of a strategic marketing and communications and e-marketing plan.
- Managed a million dollar marketing and advertising budget.
- Responsible and collaborated on Trade Shows in the Houston area including the management of marketing and media event budgets and arranged preparatory meetings for trade shows and seminars.

Biotics Research Corporation – Houston Marketing and Sales Coordinator
August 2000 – June 2001

Cangelosi Marble and Granite, Inc. – Marketing Coordinator
October 1997 – August 2000