

Alum Profile:

Erin Pricoli

by Scarlett Sperduto

Erin Pricoli graduated from Manhattan College in 2020 with a major in Public Relations and a minor in Marketing.

Currently, Pricoli works as a communications coordinator at Braze, a customer engagement platform.

“I got started in the industry by taking an internship [at Braze] during my senior year,” Pricoli said. “I wasn’t expecting to get into tech but was eager to explore a new field and I knew Braze was the perfect place to do so.”

Every day is different for Pricoli at work, but a typical day consists of planning meetings, brainstorming content, writing social copy, maintaining the employee social sharing tool, completing social media analysis, and so much more.

Her favorite part of the job is being able to continuously grow as a professional. Being surrounded by such talented people every day has been incredibly inspiring for Pricoli. Cross-team collaboration is valued at her job, so she is always picking up new skills.

The most challenging part of Pricoli’s job is that as a recent grad, she is experiencing obstacles for the first time in a work-from-home environment. Pricoli describes that the biggest thing that helps her overcome this is “having a clear line of communication” with her team.

Pricoli says that the communication department at Manhattan College prepared her well for post-grad life.

“Manhattan College prepared me by stressing the importance [of internships] ... and making sure we had endless opportunities to get experience outside of the classroom,” Pricoli said.

She also describes that Manhattan College prepared her for the position she’s currently in, mentioning that the public relations curriculum is very transferable to the ‘real-world.’

“It can be hard to see the bigger picture as an undergrad, but a lot of projects I completed throughout my time at Manhattan College helped me feel better prepared to tackle projects in my role now,” Pricoli said.

