

ERIN FLYNN

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EXPERIENCE

Leaf Group, New York, NY — *Branded Content Editor*

MARCH 2017 - PRESENT

- Write and edit branded content including long-form articles, dedicated emails, social copy, ad copy, and more on a variety of subject matter (health and wellness, home and design, finance, tech, beauty, etc.) across our portfolio of sites
- Address copy revisions and dictate courteous and persuasive responses to clients
- Lead client kick-off calls from a content perspective
- Manage day-to-day tasks of the broader team; mentor junior team members
- Brainstorm partnership ideas that will appeal to our audience and achieve client goals
- Oversee content with a grammar, style, and DEI lens to identify new best practices
- Work closely with multiple teams to keep content timelines on track and ensure high standards of quality

Sports Illustrated, New York, NY — *Wire Producer/Editor*

JULY 2015 - MARCH 2017

- Wrote, edited and socially promoted breaking news stories for SI Wire
- Spotted sports news in real time, judged its news value and assigned stories to writers
- Identified viral news topics and pitched corresponding feature ideas to producers

The Nats Blog, Washington, D.C. — *Senior Editor*

APRIL 2012 - APRIL 2017

- Served as lead beat writer for the 2013 season, covering games as credentialed media
- Significantly boosted social media following by enhancing promotion on FB and Twitter
- Edited copy, posted articles and created monthly content schedule

EDUCATION

University of Richmond, Richmond, VA — *Bachelor of Arts in Journalism and Latin American and Iberian Studies*

AUGUST 2011 - MAY 2015

Magna Cum Laude

SKILLS

Asana
AirTable
WordPress
Microsoft Office Suite
Google Suite
Google Analytics
Facebook
Instagram
Twitter
SnapChat
Adobe Photoshop
Adobe Lightroom
Social Flow

LANGUAGES

English - Fluent
Spanish - Conversational