

# ERIN McCULLOCH

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## **SUMMARY**

I have been building brands through content, communications, and social media for eleven years. I learnt the art of storytelling in the film industry, and have utilized inventive marketing strategies in both startup and corporate settings. My experiences have capitalized on my creative sensibilities, entrepreneurial spirit, and professional practices.

## **EXPERIENCE**

### **Marketing Specialist, Geller & Company // New York, NY // September 2017 – Present**

*Geller & Company is embedded within Bloomberg Limited Partners and serves as the organization's CFO. Geller also functions as Michael Bloomberg's family office, including philanthropy. Geller Advisors LLC is an SEC registered RIA and multi-family office with \$3.4 billion in AUM.*

- Built, launched, and maintained the external websites and the supporting LinkedIn pages.
- Created proposals, decks, and a suite of marketing collateral.
- Led the Corporate Communications Committee and managed the company's intranet.
- Facilitated the publication of white papers and industry thought leadership.
- Produced employer branding videos, content, and photo shoots.
- Managed event sponsorships, including the advertisements and programs.
- Designed client gifts, event swag, and company merchandise.
- Collaborated with a PR agency on press, and also managed a designer as a direct report.

### **Communications Consultant, Elizabeth Arden // New York, NY // March 2017 – August 2017**

- Participated in the communications transition while Elizabeth Arden merged into the Revlon family.
- Supported US social media efforts through content creation, strategy, and community management.
- Facilitated and drafted global press releases and media interviews with experts.
- Tracked dot-com purchase funnels, independently and with outside vendors and agencies.
- Created executive summaries and presentations for the CEO of Revlon.
- Worked with the PR agency on blogger and influencer outreach and strategies.
- Drafted pitches, press decks, and mailings for celebrity partnerships.

### **Content Director, ALOHA.com // New York, NY // June 2013 - January 2017**

- Built the initial marketing strategy, as one of the first hires.
- Created and managed the blog, recipe center, and social media platforms.
- Aggregated weekly metrics, data analytics, and optimized for SEO.
- Collaborated with PR and outside agencies to build an influencers program.
- Launched and curated a bi-weekly content newsletter and the monthly marketing calendar.
- Produced videos for social media and coordinated in-house and professional photography.
- Wrote articles and copy for PR, website, packaging, and on behalf of the founder.
- Managed two direct reports and all freelance contracts.

### **Post Production Coordinator, Walt Disney Pictures // Santa Monica, CA // August 2010 - March 2013**

- Coordinated the Post Production for Jerry Bruckheimer Films and liaised for Mr. Bruckheimer.
- Project managed the editorial process for "Pirates of the Caribbean 4" and "The Lone Ranger."
- Created the post production schedule, facilitating the transportation of the raw film.
- Maintained all Purchase Orders for the post production process, including editorial.
- Organized and oversaw the ADR for Penelope Cruz and Johnny Depp.
- Booked all private and commercial travel for the Bruckheimers.
- Managed all marketing materials and communications between the studio and producers.

**Assistant Manager, Brillstein Entertainment Partners // Beverly Hills, CA // August 2008 - August 2010**

- Served as the representative for clients such as Jennifer Aniston, Natalie Portman, Gwyneth Paltrow.
- Created customized reels and press materials for pitches and film submissions.
- Managed the script submissions and schedules for all clients.
- Facilitated the hair & makeup, housing, and travel for each client, per project.

**Assistant to Tracy Brennan, Creative Artist Agency // Beverly Hills, CA // May 2006 - August 2008**

- Assisted the Head of the Motion Picture Talent Department in the procurement of work for actors.
- Managed schedules, payments, submissions, and a heavy call volume.
- Provided administrative support and personal assistance to talent agents and their clients.

**EDUCATION**

University of Southern California // School of Cinematic Arts // BA Cinema 2006

**SKILLS**

Google Analytics, MAC/IBM proficient, WordPress, HTML, CSS, Adobe Creative Cloud, Microsoft Office Suite, Slack, Asana, Squarespace, Spree, Sprinklr, FileMaker Pro, MailChimp, and Alchemy.

***References available upon request.***