

# ERIN McCULLOCH

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## EXPERIENCE:

### Content Director, ALOHA.com // 2013-2016

*As a member of the original ALOHA launch team, I played an integral role in developing the brand and marketing strategy. I leveraged social media and digital content to build and engage the ALOHA community. I also created compelling PR and communications to solidify our brand positioning.*

- Created and managed the blog and recipe center.
- Oversaw all social media platforms and activations.
- Launched and curated a bi-weekly content newsletter.
- Produced videos for Facebook and Instagram.
- Directed the monthly marketing calendar.
- Aggregated weekly metrics and data analytics reports.
- Collaborated with PR to build an influencers program.
- Optimized for SEO, earning several “page one” rankings.
- Wrote articles and copy for PR, website, and packaging.
- Coordinated in-house and professional photography.
- Managed two direct reports and all freelance contracts.
- Ghost wrote on behalf of the founder.
- Assigned and edited all editorial contributions.
- Managed the editorial budget and all payments.
- Approved all creative for the blog and emails.
- Created sweepstakes and campaigns.
- Managed third party distribution of owned content.

### Post Coordinator, Jerry Bruckheimer Films // 2010-2013

Project managed the editorial process for *Pirates of the Caribbean 4* and *The Lone Ranger*. Managed the post production schedule, POs, ADR, travel, and editorial space.

### Assistant Manager, Brillstein Entertainment // 2008-2010

Assisted Aleen Keshishian and her roster of A-list talent. Traveled with clients to sets and coordinated their schedules. Managed their script submissions and work arrangements.

### Assistant, Creative Artist Agency // 2006-2008

Assisted the Head of the Motion Picture Talent Department. Secured film and television work for actors and actresses.

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**PORTFOLIO:** [www.erinmcculloch.com](http://www.erinmcculloch.com)

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## EDUCATION:

University of Southern California  
BA Cinema 2006; Magna Cum Laude

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## SKILLS:

Google Analytics, MAC/IBM proficient, WordPress, Squarespace, Spree, Sprinklr, FileMaker Pro, Excel, Outlook, Photoshop, InDesign, MailChimp, Alchemy, Slack, Asana, and Microsoft Office Suite.

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## REFERENCES:

- Nicole Tilzer: [nicole\\_tilzer@yahoo.com](mailto:nicole_tilzer@yahoo.com)  
*Marketing Lead at Primary.com*
  - Brandon Simins: [bsimins@gmail.com](mailto:bsimins@gmail.com)  
*Business Development at TicTail*
  - Aleen Keshishian: [aleen@lighthousemm.com](mailto:aleen@lighthousemm.com)  
*Founder of Lighthouse MGMT*
  - Jill Weiss: [jilly117ca@hotmail.com](mailto:jilly117ca@hotmail.com)  
*Chief of Staff: Jerry Bruckheimer Films*
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## INTERNSHIPS:

- **International Creative Management**
    - Reported to Toni Howard
  - **Jerry Bruckheimer Films**
    - Reported Jerry Bruckheimer
  - **Paramount Pictures**
    - Reported to Lynda Obst
    - Production Assistant on *Rings*
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