

Erin Conley Cain

DIGITAL CONTENT WRITER, COPYWRITER, EDUCATOR,
EDITOR, PROOFREADER, MARKETER

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EXPERIENCE

Wikimotive, New Hampshire— *Digital Content Copywriter*

October 2022 - April 2023

- Responsible for researching and writing articles on all automotive model and dealership-related topics, including sales and marketing angles and landing pages.
- Obtained a thorough understanding of unfamiliar topics, competitors, industries, and processes to present fresh, new angles and ideas within written content.
- Developed and edited informative, highly engaging, concise content in AP style for company websites and social media platforms customized for target audiences and company campaign objectives.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- Formatted content to adhere to industry-specific style guides.
- Utilized feedback from clients and colleagues to improve content quality.

Pet Insurance Review, Colorado — SEO Content Writer and Newsletter Writer/Designer

April 2019 - December 2022

- Engaged 150,000 subscribers via blogs, affiliate marketing, sales text, links, and images for the weekly email newsletter.
- Authored 2–3 blogs weekly, ranging in length from 800 to 2,500 words.
- Used SEO programs to implement keywords and long-tail keywords in digital content.
- Customized information, wording, and voice to create interesting pet health content for pet parents and potential pet owners.
- Used content management tools to curate materials and eliminate inaccurate pieces.
- Edited and uploaded articles to Drupal, Wordpress, and Mailchimp.
- Used SurferSEO to determine top keywords for blog articles.

SKILLS

- Self-publishing and ebook publishing experience
- Unique content creation
- Storytelling
- Teaching
- Short and long-form articles, landing pages, and email newsletter creation and management
- Writing style expertise: AP, APA, MLA
- Brand messaging
- CMS expertise
- SEO keyword research and implementation

CMS/SaaS Experience

- Adobe
- Asana
- Blackboard
- Brightspace
- Canva
- DocuSign
- Drupal
- eRank
- Google Workplace
- Grammarly
- Jasper AI
- Kahoot!
- Mailchimp
- Microsoft Office

- Harnessed proofreading and editing systems to eliminate errors in the final copy.
- Revised written material, incorporating technical feedback and creative changes.
- Edited and supplied images for blogs and other writers' work.
- Participated in creative collaboration with the PIR remote team.

- Monday
- Oracle NetSuite
- Originality AI
- Powerschool
- Schoology
- SEMRush
- Shopify
- Slack
- Squarespace
- SurferSEO
- SurveyMonkey
- Turnitin
- Wordpress
- Zoom

Page One Power Marketing, Idaho — Web Content Writer

January 2019 - October 2020

- Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Increased clients' business exposure through writing SEO-optimized content and including affiliate marketing on various topics published on various client websites.
- Researched to develop a thorough understanding of unfamiliar topics, competitors, industries, and processes to present fresh, new angles and ideas within written content.
- Wrote and edited high-quality content under deadline pressure with an exciting, captivating, and authentic approach.
- Employed Asana and SEO tools to achieve proper grammar and syntax within articles and implement SEO principles on WordPress and other website hosts.
- Formatted content to adhere to industry-specific style guides.
- Edited and proofread content to confirm proper grammar, quality, and consistency with AP style.

Admore Marketing Agency, Berlin, Germany — EBook Ghostwriter

June 2020 - August 2020

- Completed a ghostwriting assignment to ebook project specifications per editorial guidelines.
- Ghostwriter of *The Woof Brothers: Dog Nutrition & Cookbook: The Simple Guide to Keeping Your Dog Happy and Healthy*. Ranked on Amazon.
- Explained complex information with a reader-friendly style.
- Varied language and tone of messages based on product and communication medium.
- Designed and organized documents working with raw content from subject matter experts.
- Prepared high-quality works with minimal errors for editors and publishing staff review.
- Satisfied clients throughout development, communicating openly and revising drafts based on feedback.
- Accomplished deadlines consistently through proper planning and diligent work on assignments.
- Translated complex technical content into easily understood and engaging copy.

SuperSummary, San Francisco — Academic Literature Guide Writer

2017 - 2020

- Developed engaging, interesting literature review guides with an emphasis on strong characterization, plots, literary devices, and themes.
- Adhered to specifications, legal requirements and company standards for content, format, and style.
- Managed creative process and daily workflow using productive planning, self-motivation, and prioritization.
- Edited documents to meet best practices and standards, following established guidelines.

SFG Media, San Francisco — Viral Web Content Writer

2017 - 2019

- Prepared regular content for assigned pet stories.
- Wrote factually-correct articles, posts, and other content for readers.
- Varied language and tone of messages based on story and communication medium.
- Edited or revised existing copy as necessary and submitted copy for approval by supervisor.
- Promoted consistency across company publications, maintaining messaging and brand guidelines for each product.
- Completed thorough research into assigned topics.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Crafted SEO-friendly content for blog posts to increase organic traffic. Utilized feedback from clients and colleagues to improve content quality.

FeelWell Compression, Virginia — Guest Blogger

December 2018 - December 2019

- Created and executed an appropriate target audience for health articles on compression technology and medical clothing.
- Customized information, wording, and voice to create interesting content for different audiences.
- Revised written material, incorporating technical feedback and creative changes.
- Brainstormed new approaches and ideas to improve content strategy.
- Built factually-correct articles, posts, and other content for readers.
- Prepared high-quality works with minimal errors for editors and publishing staff.
- Maintained aesthetics of blog through images and troubleshooting issues.
- Implemented SEO strategies to optimize web content for search engines.
- Consulted with editors to shape story and eliminate any errors.
- Studied and commented on current news and trends.

- Customized brand message to reach and capture target audience interest and drive engagement.
- Edited and proofread drafts of articles and other documents.

Animalso.com, West Covina, CA — Web Content Writer

2016 - 2018

- Accomplished deadlines consistently through proper planning and diligent work on blog and dog breed article assignments.
- Wrote articles with excellent introductions and leads that captured important elements of newsworthy events and stories.
- Wrote thoroughly researched, genuinely helpful content geared toward SEO..
- Completed work on dog breed guides to project specifications in accordance with editorial guidelines.
- Elevated organizational messaging with the delivery of high-quality content and editing of public-facing content.
- Edited documents to meet best practices and standards, following established guidelines.
- Prepared high-quality works with minimal errors for review by editors and publishing staff Revised written material, incorporating technical feedback and creative changes.

Pet Care Pet Insurance, Sydney, Australia — Web Content Writer

2017 - 2019

- Completed work to project specifications per editorial guidelines
- Elevated organizational messaging with delivery of high-quality content and editing of public-facing content .
- Developed, wrote, and edited informative, highly engaging, concise pet insurance content and breed guides customized for target audiences and company campaign objectives.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Monitored competitor content to identify areas for improvement in client campaigns.
- Formatted content to adhere to industry-specific style guides.
- Utilized feedback from the client to improve content quality.
- Edited documents to meet best practices and standards, following established guidelines.
- Matched language and tone of text to specific environments and target audience demographics.

Privacy Pop, California — Web Content Writer

2016 - 2017

- Researched and wrote company blog articles to explain and interpret the company's sleep product features and technical specifications

- Created error-free, professional copy with writing, proofreading, and editing abilities.
- Revised written material, incorporating technical feedback and creative changes.
- Edited or rewrote existing copy as necessary and submitted copy for approval by the client.

Belai T.T., Bahir, Dar University, Ethiopia — *Book Editor and Press Release Writer*

June 2017 - August 2017

- Reviewed *Identity and History: Who is not Agaw in Gojjam and Gondar, Ethiopia?* content and illustrations for style, grammar, accuracy, and consistency.
- Fact-checked text by carrying out research and confirming sources.
- Multi-tasked to keep all assigned projects running effectively and efficiently.
- Met deadlines consistently by completing fast, accurate proofreading and editing work.
- Corrected grammatical, typographical, or compositional errors in original copy.
- Reviewed content line by line for word choice, style, and spelling errors.
- Created a press release announcing the book's release date and description.
- Prepared final copies for print by formatting files, deciding on trim size, making aesthetic decisions and determining page count.

EDUCATION

SUNY Buffalo State University, Buffalo, NY — *Master of Arts, English*

August 1997 - May 1998

SUNY Buffalo State University, Buffalo, NY — *Bachelor of Arts, English*

August 1993 - December 1996