

ERIN R. BRANIGAN

Senior Writer and Editor

Dynamic, award-winning writer, editor, and storyteller with 14+ years of experience shaping bold brand narratives

Columbia, Maryland • (301) 351-9817 • erin.branigan@gmail.com • linkedin.com/in/erinbranigan

- Excellent writing and editing skills, with a proven talent for crafting compelling messages and translating complex or sensitive subjects into engaging, accessible language for a wide variety of audiences.
- Passionate about storytelling and content creation, with deep experience developing, coordinating, and executing communications and marketing materials; conducting in-depth subject research; and collaborating with colleagues.
- Demonstrated proficiency using Microsoft Office, Adobe Creative Suite, WordPress, MailChimp, Basecamp, social media platforms, and more; familiarity with SEO best practices; *inactive Secret-level clearance*.

PROFESSIONAL EXPERIENCE

PotomacWave Consulting • Alexandria, Virginia

10/2021 – 7/2023

Strategic Communications and Marketing Lead • 10/2022 – 7/2023

Led corporate marketing and communication for PotomacWave, a mid-size professional services federal contractor, while providing writing and editing support for business development and client delivery teams.

- Planned and executed marketing and communications strategy, working closely with the executive team, including writing, designing, and sending out a monthly company newsletter that increased employee engagement by 15%.
- Led overhaul of content and design on company website, designed and updated graphics, drafted news posts, developed capability sheets, and kept company LinkedIn page up to date, driving improved web traffic.
- Provided writing and editing support for the Business Development team in preparing Requests for Information (RFIs) and Requests for Proposal (RFPs), increasing business opportunities and helping secure new contracts.

Technical Writer, Federal Emergency Management Agency (FEMA) • 10/2021-10/2022

Served as a technical writer working on a defined timeline to overhaul the FEMA Federal Insurance and Mitigation Administration (FIMA) Hazard Mitigation Field Operation Guide (HMFOG) to improve post-disaster recovery outcomes.

- Gathered qualitative data and reviewed documents to assess areas for improvement in HMFOG job aids and shared findings with senior-level stakeholders, establishing a plan to modernize and update materials.
- Developed text, diagrams, and job aids that translated complex, technical information into plain language for field use and designed graphics and layouts for stakeholder presentations and final HMFOG documents.

National Geographic Society • Washington, DC

11/2010 – 10/2021

Content and Research Specialist, Museum/Creative Division • 01/2017 – 10/2021

Led and executed development of all content and interpretive material for more than 20 high-profile National Geographic Museum exhibitions on a wide variety of topics, including ancient Egypt, the *Titanic*, and the life of Jane Goodall.

- Played a key role in exhibition planning and production, including developing exhibition goals, storylines, flow, and layout; helping select objects for display; providing creative direction for graphics, media, and interactive development; conducting in-depth independent research; and managing project deliverable schedules.
- Wrote all exhibition text, including section panels, case text, image captions, video scripts, interactive scripts, exhibition titles, educational components, and supporting marketing materials; also wrote copy for and edited internal style guides, ad campaigns, websites, emails, and high-level executive communications and presentations.
- Developed department style documents and kept archival documentation of all exhibition content, trained visitor experience staff on exhibition content, led VIP exhibition tours, and served as content expert for press interviews.

Project Writer/Editor, Museum and Executive Divisions • 03/2016 – 01/2017

Provided high-level writing and editing expertise to numerous teams across the Society on a contract basis.

- Developed, wrote, edited, and fact checked a wide range of exhibition materials, including exhibit copy, object labels, captions, graphics, and marketing content for exhibitions about ancient Greece, sharks, and photography.
- Worked closely with executive team to provide scheduling, travel arrangement, meeting facilitation, email correspondence, expense reporting, and contact management support for the Society's CEO, CFO, and CMO.

Marketing Copywriter, Brand Marketing Division • 05/2012 – 12/2015

Wrote, edited, proofread, researched, and provided creative direction for a wide variety of innovative written marketing and engagement materials ranging from emails and direct mail to consumer packaging and social media posts.

- Managed content development for several ongoing email newsletters, using A/B testing and data analytics to drive increased customer engagement and improved CRM strategies for 8 million+ recipients each week.
- Developed and wrote departmental style guides for teams across the Society, working closely with clients and graphic designers to produce accurate, engaging, and easy-to-use manuals that helped unify style standards.
- Oversaw department copy style standards, documents, and training materials; trained and managed a small team of freelance editors and proofreaders; and upheld established style standards across projects and departments.

Assistant Release Coordinator, Creative Services Division • 11/2010 – 05/2012

Copy edited, proofread, and fact checked domestic and international licensing product packaging and content, emails, and direct mail, ensuring high standards of accuracy and consistency in style across dozens of varied product lines.

EDUCATION AND AWARDS

M. Phil., English (Popular Literature) • Trinity College Dublin, Dublin, Ireland

B. A., English (Creative Writing) • University of Maryland, College Park, Maryland

B. A., Theater (Performance) • University of Maryland, College Park, Maryland

Awards:

- For “*Becoming Jane: The Evolution of Jane Goodall*” at the National Geographic Museum:
 - 2020 American Alliance of Museums (AAM) Excellence in Exhibition Overall Award Winner
 - 2020 Themed Entertainment Association (TEA) Thea Award, Museum Exhibit Design
- At University of Maryland: Honors Program, Gemstone Program, Omicron Delta Kappa leadership honor society

References and work samples available upon request