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ERIN E CHRISTMAN

EXPERIENCE

Nelson Schmidt, Milwaukee – *Senior Content Manager*

July 2021 – January 2024

- Established written style guidelines for several B2B clients and for the agency itself, ensuring consistent brand voice across all marketing and PR channels.
- Researched and wrote technical whitepapers, informational eBooks, and blog posts for Panduit, as well as IT thought leadership articles featured on the homepages of *Solar Builder*, *Data Center Management* and other trade publications.
- Responsible for crafting brand value statements and identifying key messages approved by senior leadership to guide several long-term marketing efforts for LiuGong Machinery in Mexico and in the material handling segment.
- Worked with the PR Account Executive to research media outlets, craft media pitches and write press releases.

Nelson Schmidt, Milwaukee – *PR/Content Writer*

May 2019 – June 2021

- Researched current topics, interviewed experts and wrote monthly articles for *Launch*, the Wisconsin Economic Development Corporation's entrepreneurship blog.
- Upheld brand voice and messaging while developing a wide range of marketing materials for Maytag Commercial Laundry and other corporate clients, aimed at both B2B (marketing playbooks, email newsletters, thought leadership) and consumer (brochures, eBooks, emails and landing pages) audiences.
- Created content for and managed social media channels (Facebook, Instagram, LinkedIn) for several clients; this included reviewing quarterly analytics and adjusting strategy as needed.

LePoidevin Marketing, Brookfield – *PR Writer*

May 2016 – March 2019

- Composed trade magazine articles, white papers and case studies for B2B clients.
- Concepted and executed award-winning advertising and direct mail campaigns.
- Developed monthly social media content for consumer and B2B brands, growing audiences by 20%.

BVK, Milwaukee – *Copywriter*

November 2013 – February 2016

- Wrote clear, evocative and often quirky content for the Maine Department of Tourism.
- Developed copy for the launch of the United Vacations and Weddings by Funjet websites for the Mark Travel Corporation; was part of the editorial team which launched the lifestyle magazine, *Here & Beyond*.
- Lead writer of email, website, print, radio and Funjet Insider blogs for Funjet Vacations.

EDUCATION

American University – *M.A., Public Communications*

May 2007, WASHINGTON, D.C.