

ERIN M. ROWLEY

Writing / Storytelling / Strategic Comms

[LinkedIn](#) / [Portfolio](#)

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PROFESSIONAL SUMMARY

Versatile writer, editor and communications professional with over 10 years of experience developing internal and external content for multiple channels and voices. I love using my storytelling skills to craft mission-driven communications that engage, inform and inspire audiences. I am a quick and curious learner who excels in collaborative environments, gains trusts from stakeholders and values diversity, equity and inclusion.

SPECIALTIES

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|----------------------------------|----------------------------|--------------------------|
| • Writing | • Internal Communications | • Publications/Event |
| • Editing | • Executive Communications | Collateral |
| • Content Strategy & Development | • Website Administration | • Project Management |
| | • Digital Media | • Stakeholder Engagement |

EXPERIENCE

Seattle Mariners Baseball Club / Seattle, Wash.

Manager, Internal Communications / March 2022 - February 2024

- Established organization's first internal communications program serving 300+ employees.
- Writer and editor for internal channels including employee newsletter, websites, email and presentations.
- Drafted internal leadership messages for the President of Business Operations, Senior VP of People & Culture, Senior VP of Ticket Sales and other senior leaders.
- Facilitated content review processes with subject matter experts and stakeholders.
- Strategic internal communications support for leaders and departments, as well as milestone events including the 2024 NHL Winter Classic, 2023 All-Star Week and the Mariners' 2022 Postseason run.
- Managed internal communications calendar and employee intranet.
- Developed and executed storytelling strategy that celebrated and connected employees. Wrote feature stories for Mariners.com, as well as an employee Q&A series for the intranet. Researched topics and conducted interviews.
- Led communications for employee engagement programs and meetings.
- Launched, developed and distributed bi-weekly employee email newsletter.
- Managed communications for org-wide rollout of Workday, a cloud-based finance/HR system.

Amazon / Seattle, Wash.

Internal Communications Specialist / April 2020 - March 2022

- Supported a global internal communications program serving 17K+ employees in Amazon's finance organization.
- Writer, editor and content manager for internal communications channels. Wrote profiles, feature stories and articles to foster connections among employees and help them thrive in their roles. Topics included health & wellness, professional development and cultural celebrations.

- Managed executive communication requests for CFO and senior leadership. Wrote event talking points and quarterly email communication for the CFO.
- Managed employee intranet site, leading site's second-phase launch.
- Owned site's editorial calendar and analytics reporting.
- Led training, education and content strategy support for 30+ website publishers.
- Launched, developed and distributed bi-weekly global email newsletter.
- Strategic communications support for global events and employee engagement programs.

University of Washington Office of Minority Affairs & Diversity / Seattle, Wash.
Director for Communications / October 2012 - March 2020

- Managed all aspects of communications to tell the department's story of access, equity and inclusion, as well as engage philanthropic support.
- Writer and editor for emails, event invitations and recaps, web content, print collateral, talking points, event scripts, briefing documents, feature stories, newsletters, advertisements, press releases, alumni magazines, fact sheets, reports, PowerPoint presentations and opinion editorials.
- Executive ghostwriter for the Vice President/University Diversity Officer on diversity, equity and inclusion topics.
- Led communications for alumni engagement and fundraising efforts, including an annual 500-person gala to support underrepresented minority, first-generation and low-income students.
- Writer and editorial liaison for Viewpoint Magazine, the UW's alumni diversity publication.
- Managed the administration of two websites (department site and campus-wide diversity site).
- Led communications campaigns for department's 50th anniversary, two building openings and annual National First-Generation College Celebration.

Assistant Director, Communications and Special Events / September 2010 - October 2012
Public Information Specialist / January 2010 - September 2010

- Primary writer and editor in the office of the Vice President.
- Managed production and design of event and fundraising collateral, as well as alumni newsletter.
- Managed work of consultants and contractors for publications and events.
- Produced department's first-ever annual report (writing, editing, layout, and design).
- Managed department website and supervised student web intern.
- Provided communications strategy support for OMA&D units.

EDUCATION

B.A., Communication (Public Relations), Magna Cum Laude
 Minors: English (Writing) and Sports Administration
 Pacific Lutheran University

TECHNICAL SKILLS

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| • Graphic Design Tools
(InDesign, Photoshop) | • AP/Chicago Style Manuals | • Content Management
Systems (WordPress, Lego) |
| • Office 365 (SharePoint,
Teams, Word, Excel,
PowerPoint) | • Editorial Style Guides | • Digital Photography |
| | • Email Marketing/Newsletter
Tools (MailChimp, Marketo,
FirstUp) | • Analytics Reporting |