

ERIN M. ROWLEY

Writer | Storyteller | Strategic Comms Pro

Portfolio: <https://erowley3.journoportfolio.com>

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PROFILE

A versatile writer and communications professional with experience crafting meaningful content across channels and industries. I have a strong background in writing, editing and developing comms strategies that support employee engagement, fundraising efforts and diversity. My passion is connecting, informing and inspiring audiences through storytelling.

SPECIALTIES

Writing | Editing | Content Strategy & Development | Strategic Comms | Digital Media
Project Management | Stakeholder Engagement

RECENT 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 (intranet, bi-weekly newsletter, email, executive comms) and Mariners.com.
- Provided strategic internal comms support for leaders and departments, as well as the 2024 NHL Winter Classic, 2023 All-Star Week and the 2022 Postseason run.
- Managed communications for org-wide rollout of Workday, a cloud-based finance/HR system.
- Launched intranet homepage redesign and Employee Story Hub. Wrote employee feature stories, as well as a regular employee Q&A series.
- Launched, developed and distributed bi-weekly employee email newsletter.

Amazon Finance & Global Business Services; Seattle, Wash.

Internal Communications Specialist; April 2020 - March 2022

- Supported a global internal communications program serving 17K+ employees in Amazon's finance organization.
- Writer and content manager for internal communications channels.
- Developed and distributed bi-weekly global email newsletter.
- Managed employee intranet site, leading site's second-phase launch. Owned site's editorial calendar and metrics reporting.
- Led training, education and content strategy support for 30+ website publishers.
- Strategic communications support for global events and employee engagement programs.
- Managed executive comms requests for CFO and senior leadership.

University of Washington Office of Minority Affairs & Diversity; Seattle, Wash.

Director for Communications; October 2012 - March 2020

- Managed executive & strategic comms, fundraising comms, digital media, publications, social media and media relations.

- Writer and editor for fundraising collateral, event talking points, event scripts, event invitations and recaps, web content, feature stories, email newsletters, advertisements, press releases, alumni magazines, fact sheets, reports, PowerPoint presentations, and opinion editorials.
- Writer and liaison for Viewpoint Magazine, the UW's alumni diversity publication.
- Led event comms for fundraising efforts and annual 500-person gala to support underrepresented minority, first-generation and low-income students at the UW.
- Managed all aspects of two websites.
- Led communications efforts for department's 50th anniversary and two building openings (renovated Samuel E. Kelly Ethnic Cultural Center and the Intellectual House).
- Supervised Associate Director for Diversity Communications & Outreach and Web & Digital Media Student Intern.

***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 and Vice Provost.
- Managed production and design of event collateral and 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.
- Represented department on campus communications committees.

ADDITIONAL EXPERIENCE

University of Washington Athletic Department; Seattle, Wash.

Assistant Director of Athletic Communications; September 2002 - May 2009

Arizona State University Athletic Department; Tempe, Ariz.

Assistant Media Relations Director; August 2000 - July 2002

- Led media relations efforts for several athletic programs.
- Managed local and national interview requests and media inquiries, wrote press releases, pitched stories, coordinated photo shoots, took portrait and action photos, updated athletic department websites, managed media relations operations at home events, planned press conferences, updated social media accounts and managed team statistics and record keeping.
- Designed and edited numerous publications.
- Media coordinator for NCAA and Pac-10 championship events.
- Hired and supervised statisticians and game day crew for home events.

EDUCATION

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

TECHNICAL SKILLS

Adobe InDesign & Photoshop | Office 365 (SharePoint, Teams, Word, Excel, PowerPoint)
Style Manuals (AP/Chicago) | MailChimp | Marketo | WordPress | Digital Photography