

Erin Elizabeth Maxwell

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Entertainment Journalist | Columnist | Marketing Content Writer | Digital Producer | Copywriter | Marketing and Social Media Manager | Pop Culture Expert

Dynamic professional with 20+ years of experience in entertainment journalism, film and television criticism, pop culture expertise, digital marketing, and creative content production. Seasoned in crafting engaging articles and multimedia content for top-tier franchises, including film and TV criticism, feature articles, narrative scripting, and promotional materials. Well-versed in managing and optimizing social media strategies, leading successful campaigns across platforms, like Facebook, X (formerly known as Twitter), and Instagram with a keen focus on developing compelling brand narratives. Resourceful in creating and launching websites, designing original artwork and layouts for major publications, and implementing effective SEO strategies.

Area of Expertise

Writing and Journalism | Content Creation and Development Digital | Marketing Strategies | SEO Optimization | Social Media Management | Brand Narrative and Development | Copywriting | Management | Data Analytics and Reporting | Budget Management | Project Management | Graphic Design | Video Production | Marketing Campaign Execution | Audience Engagement and Growth | Trend Analysis | Freelance and Team Management | Creative Writing and Scriptwriting | Web Design Development | Digital Distribution and Optimization

Technical Proficiencies – Office Software: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Access, Publisher) | JIRA **Content Management Systems:** WordPress, Drupal, and quite proficient in most other CMS platforms | **Design and Media:** Adobe Creative Suite (Photoshop, InDesign, InCopy) | Final Cut Pro | Illustrator **Analytics and Advertising:** Google Ads | Facebook Ads | Google Analytics | Google AdWords | Omniture | **Web Development:** HTML | JavaScript | CSS | **SEO:** Up to date on SEO best practices

Professional Experience

LA Weekly and The Village Voice | Los Angeles, CA | 2016 – Present

Columnist - TV and Film Critic - Feature Writer

Design and author insightful articles and reviews on television shows and films, as well as cover industry trends by offering well-researched content for publication. Analyze and critique various television programs and share expert opinions on plot, characters, direction, and production. Conduct thorough research to stay current with the latest developments in the television and film industry to ensure commentary is informed and relevant.

- Contribute regularly to print and online magazines by delivering feature articles and editorials that explore trends and culture in Los Angeles with a keen focus on enhancing the publication's relevance and appeal.
- Produce feature film reviews under strict deadlines by upholding a high standard of quality for print and online audiences.
- Write the popular weekly column "UnBinged," by providing television series and special event reviews.
- Craft articles and organized insightful interviews by meeting tight deadlines and providing compelling content for diverse audiences.
- Provide imagery for the magazine and print editions to be used for the feature, as well as promotions and social media.
- Optimize multimedia content by supplying original photographs and artwork for online articles, print pieces, and social media, resulting in enriching the visual storytelling.

Ranker | Los Angeles, CA | 2019 – 2024

Entertainment Editor - Senior Writer

Lead writer and senior manager for Ranker and Ranker properties, including Watchworthy, Weird History, Graveyard Shift, and Total Nerd. Created fun and engaging content, as well as detailed pitches, for the site and its video components. Created social media campaigns to help garner an audience and boost engagement, and provided weekly reporting on created content. Implemented SEO techniques and strategy to increase Ranker's audience and boost search results.

- Wrote, created, researched, and published 10-12 high-quality articles weekly, like television recaps, reaction pieces, and pop culture analyses with tight deadlines.
- Oversaw and hired freelancers to produce articles for the site, then created campaigns to promote their work.
- Curated and maintained a comprehensive, copyright-compliant image database to enhance the articles and social media content visual appeal via utilization of trending visuals.
- Coordinated comprehensive event coverage, including major events like Comic-Con by guiding a team to create interactive social media content and live updates.
- Scripted compelling short-form videos for site features like Ranker Insights and Weird History to amplify product visibility and audience engagement.
- Participated in upper management meetings about the current trends and focus for junior writers and teams.
- Oversaw teams of junior writers and worked in a mentor position for many inexperienced writers and new hires.
- Increased article engagement via proper planning and organization of successful social media campaigns by authoring and sharing weekly performance reports with related authorities for continuous improvement.
- Boosted site traffic via daily management and content updates on niche social media sites by interacting targeted fanbases.
- Pitched and secured editor approval for timely and relevant stories by identifying and leveraging emerging trends in cinema, television, and current events.

Walt Disney Studios | Burbank, CA | 2014 – 2019

Creative Manager, Digital Marketing & Operations

Crafted compelling branded content and established a cohesive narrative tone for Disney properties, including digital platforms for Marvel, Pixar, and LucasFilms. Oversaw and produce marketing campaigns, fun engagement activities for fans, and social media sites for the company for titles and characters.

- Contributed to multi-billion-dollar campaigns for major franchises, including Marvel Studios, Walt Disney Animation Studios, and *Star Wars*, through strategic collaboration with digital marketing teams.
- Engineered targeted social media campaigns and promotions by offering detailed analytical reports to evaluate performance and guide future strategies.
- Developed and sustained a detailed editorial calendar to ensure timely and consistent delivery of high-quality content for the creative marketing group.
- Reconciled ad budgets for social media campaigns and promotions, optimizing financial resources to maximize campaign effectiveness.
- Generated reports on social media growth and membership metrics by directing in-depth analysis of relevant trends to support strategic decision-making.

- Achieved significant increases in social media followers and engagement by implementing and managing comprehensive social media strategies across multiple platforms.
- Led the creation and execution of promotional campaigns, newsletters, and advertisements for a streamlined and consistent brand message across all platforms.
- Bolstered visual storytelling and audience engagement by revising and uploading videos for large-scale promotions.

Daily Mail | Venice Beach, CA | 2013 – 2014

Entertainment Reporter and Editor

Writer and content producer for the celebrity site known for its breaking news coverage. Drove unique daily visits by partnering with legal experts and photographers to create compelling content from open-source news media. Upheld high-quality standards by composing, revising, and publishing stories daily under tight deadlines. Strengthened brand identity through the creation and deployment of impactful brand design and article layout.

- Covered breaking news with a focus on emerging trends, utilizing digital distribution and social media.
- Wrote five to six articles a day covering popular and celebrity culture.
- Enhanced user engagement by applying SEO techniques, leading to increased average time on-site.

Variety.com | Los Angeles, CA | 2004 – 2013

Assistant Managing Editor

Managed Daily Variety's digital platform for the premier source for entertainment news by orchestrating content production and executing impactful marketing campaigns. Launched innovative marketing campaigns, boosting sponsor visibility and event promotion. Directed SEO-driven marketing strategies, increasing consumer traffic and guiding writers from pitch to publication.

- Wrote breaking news reports, reviews, and feature articles for the print editions and the site, as well as special features for the magazine.
- Specialized in genre films, comic books, and television, and was heavily utilized at the time in running blogs and newsletters for the magazine.
- Delivered compelling articles and features for Variety under tight deadlines, ensuring high-quality content across print and digital formats.
- Revamped digital artwork for Variety.com, designing engaging banners and layouts that improved visual appeal and user experience.
- Grew brand presence by strategically managing social media accounts on Facebook, X (formerly known as Twitter), and YouTube.
- Implemented SEO strategies and led staff training to drive increased site traffic.
- Coordinated cross-functional content and promotional materials, producing insightful blogs and trend analyses for third-party outlets.
- Created breaking newsletters and alerts for Variety.com, ensuring timely delivery of critical updates to the audience.

Education

Bachelor of Arts in English, Pre-Law, and American History, University of New Mexico, Albuquerque, New Mexico