

## ERIN ELIZABETH MAXWELL

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A dynamic journalist, copywriter, digital producer, creative marketing and social media manager, and creative strategist highly regarded for the development and execution of innovative content and successful campaigns for industry leaders including Walt Disney Studios and *Variety*. Entertainment industry veteran with experience in digital media strategy, journalism, graphic and media design, copywriting, social media, and tech operations.

### Selected Highlights

- Exemplary written communication skills, including copywriting, narrative scripting, creative treatments, feature articles, breaking news, pitches, and more.
- Created and launched websites for top-level franchises, including *Star Wars* and Marvel, and craft promotional content including sweepstakes, games, videos, and creative copy.
- Wrote countless articles and features for major publications in both the print and online markets, including reviews, think pieces, and breaking news with a pop culture focus.
- Managed social media sites for top entertainment companies and spearheaded campaigns on social platforms including Facebook, Twitter, and Instagram.
- Wrote creative copy for high-profile ad campaigns across digital, social media and print mediums.
- Manager experience as a project supervisor and team leader on special projects.
- Use digital tools and systems to innovate methods of metadata application.
- Designed original artwork, sites, banners, and layouts for both *Variety* and Disney products.
- Implementing SEO techniques and strategies, and training and guiding the marketing team in SEO tactics.
- Utilized Google Analytics and Omniture to track consumer behavior and report on social media campaigns.

### Core Competencies

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|----------------|----------------------|-----------------------|
| ▪ Journalism   | ▪ Content Creation   | ▪ HTML/CSS/JavaScript |
| ▪ Social Media | ▪ Editing            | ▪ Digital Strategist  |
| ▪ Copywriting  | ▪ WordPress          | ▪ Content Strategy    |
| ▪ Advertising  | ▪ Project Management | ▪ SEO                 |

### Professional Experience

#### Walt Disney Studios • Burbank, CA • 2014 – Present

##### Creative Manager, Digital Marketing & Operations

Collaborate with a digital marketing team for multi-billion-dollar franchises, including Marvel Studios, Walt Disney Animation Studios, and *Star Wars*. Generate and report social media growth and new membership. Construct editorial calendar for the creative marketing group. Implement metrics reviews for reporting on social media platforms to offer in-depth analysis on relevant social media trends. Reconcile ad buy budgets for Disney's social media campaigns and promotions.

- Develop and write branded content for Disney properties.
- Write, produce, edit, and design social and digital content meant to drive revenue and traffic.
- Created narrative tone and wrote copy for Disney branded sites, including digital sites for Marvel and LucasFilms.
- Coordinate Disney social media strategies and advertising designs; increasing followers across all platforms.
- Manage and recommend freelance budgets for the creative teams.
- Engineer social media campaigns and promotions for the company and provide analytical reports.
- Spearheaded campaigns on various social media platforms and provided analytics for daily posts and promotions.
- Pen copy for promotional campaigns, newsletters, and advertising for websites, banners, social media, and push notifications for mobile phones; ensuring a streamlined brand message across all platforms.
- Edit and upload videos on various large-scale promotions and campaigns.

#### LA Weekly • Los Angeles, CA • 2016 - Present

### **Columnist - TV Critic**

Story contributor for both the print and online magazine. Penned feature articles and editorials for the weekly covered trends and culture in Los Angeles.

- Pen weekly reviews of television series, movies, and special events for the print and online audience.
- Write articles and interview subjects for the print and online product under tight deadlines.
- Provide photographs and art for related online articles, print pieces, and social media.
- Pitch and develop ideas for stories, interviews and special features.

### **Daily Mail • Venice Beach, CA • 2013 – 2014**

#### **Entertainment Reporter and Editor**

Reported breaking news stories with a focus on engaging and emerging trends, utilizing digital distribution and social media. Developed and launched brand design and article layout.

- Scoured open-source news media for new stories and collaborated with lawyers and photographers to develop engaging content, increasing unique daily visits.
- Drafted, edited, and published 8+ stories daily.
- Instituted SEO techniques for stories and developed methods, increasing average time on-site.

### **Variety.com • Los Angeles, CA • 2004 – 2013**

#### **Assistant Managing Editor**

Planned and produced *Variety*'s digital platform, the premier source for all entertainment news and reports. Created the social media and marketing campaigns and strategies that are currently used today. Utilized Google Analytics and Omniture to track consumer behavior and presented findings to senior staff. Oversaw production of the digital edition of *Variety*. Interviewed major talent at live events, uplifting *Variety* presence at all major industry gatherings. Initiated and integrated marketing campaigns featuring original content for Variety.com to promote sponsors and events. Guided a marketing development team in SEO techniques, driving consumer traffic to *Variety* sites. Supervised writers and oversaw developing news stories, reviews, and blogs from pitch to publication.

- Wrote articles and features as a *Variety* contributor in both the print and online markets within tight deadlines.
- Mobilized freelance reporters and assigned articles to writers and bloggers.
- Revamped and modernized and designed digital artwork, including banners and layouts for Variety.com.
- Maintained Facebook, Twitter, and YouTube social media accounts and grew brand presence across platforms.
- Designed original artwork, banners, and layouts for Variety.com for front-page materials and photo galleries.
- Recognized as a strong leader and team player, spearheading contributions to team development by creating and implementing SEO techniques and strategies, as well as training staff in SEO tactics to drive traffic to the site.
- Synchronized cross-functional content and promotional materials for third-party outlets, including original blog posts and in-depth analysis of trends in the entertainment industry.
- Distributed breaking newsletters and alerts for Variety.com.

### **Hollywood Stock Exchange • Los Angeles, CA • 2000 – 2004**

#### **Managing Editor**

- Established and strengthened the signature editorial voice across the Hollywood Stock Exchange and the music counterpart, the Interactive Music Exchange.
- Optimized, inspected, and edited digital artwork and editorials utilizing HTML and Flash and oversaw quality control, creating a consistent environment for users.
- Community manager who helped guests receive the highest level of member satisfaction.
- Wrote a weekly column, which offered market and box office analysis of the entertainment industry.
- Inspired content department by maintaining editorial and expediting production schedules.

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### **Education**

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

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### **Technical Skills**

Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher), strong interpersonal skills, well-versed in social media platforms and social media publishing tools, worked with budgets and hiring freelancers, skillful in WordPress and most content management systems, experienced with Final Cut Pro, expert in Adobe Creative Suite (Photoshop, InDesign, InCopy), experience in Google Ads, Bing Ads, Facebook Ads, Google Analytics, Google AdWords, Omniture, analytic tools, SEO, skilled in HTML, JavaScript, CSS, exceptional storytelling and writing expertise