

Erin E. Maxwell

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CAREER PROFILE

Experienced writer and digital editor with over 15 years in online journalism, SEO, social media strategy, and digital marketing. Proven track record of driving audience growth, boosting brand visibility, and leading editorial teams to produce high-impact content for major media outlets.

PROFESSIONAL EXPERIENCE

Feature Writer | Street Media - *The Village Voice*, *LA Weekly*, *BUST Magazine* | Los Angeles, CA 2016- Present

Columnist and correspondent for leading industry publications, establishing tone and voice while curating content for entertainment industry audiences.

- Craft and develop feature articles, reviews, interviews, and columns, including UnBinged, a weekly TV review column that enhances audience engagement and strengthens brand authority.
- Collaborate with PR teams and talent to create relationships that support magazine growth and content credibility.
- Manage multiple deadlines across various projects, ensuring timely delivery of high-quality content.
- Source and submit photos, graphics, and art for print and digital articles, collaborating closely with design teams.
- Strengthen the publication's readership by crafting content that resonates with diverse audiences across multiple platforms.

Senior Editor and Lead Writer | Ranker | Los Angeles, CA 2019-2024

Expanded readership through an innovative digital marketing strategy blending SEO, content, and social media.

- Developed a strong digital presence for Ranker by creating social media and article verticals, activated through a team of in-house and freelance creatives, ensuring copyright compliance and quality.
- Maintained editorial calendars and social media schedules for a multitude of verticals.
- Wrote 10-12 articles weekly covering pop culture, high-profile events, and TV recaps.
- Reimagined article concepts as social media content, guiding teams to create interactive and unique social collateral (videos, static images, and captions).
- Planned and implemented integrated marketing strategies to optimize search engine performance, readership, and site traffic.
- Pulled metrics and data weekly on social media posts and reported findings to senior staff and teams regarding shifts in trends with popular posts and articles.
- Researched and fact-checked articles, providing sources when applicable.
- Met tight deadlines and content deliverable volume demand by supervising highly skilled specialists.
- Used SEO tools to monitor trending subjects and created bespoke articles to attract audiences based on search results. Grew audience by strategizing and integrating a search engine optimization strategy into social media and web-published content.
- Wrote and produced advertorial content and created copy for paid media campaigns. Collaborated with third-party paid sponsors, including Hulu and Amazon, to develop engaging content that promoted their products and events. Created timely, curated lists that seamlessly integrated their offerings while maintaining audience engagement.
- Improved performance by compiling performance metrics, developing insights, and distributing action plans to cross-team stakeholders.

Creative Marketing Manager and Web Producer | Walt Disney Studios | Burbank, CA 2014-2019

Led creative initiatives to amplify Disney franchises, driving engagement through targeted social media and immersive digital content.

- Developed and executed cohesive marketing campaigns, including website design, copywriting, and cross-channel promotion.
- Gamified the customer experience by designing and writing weekly trivia games for Marvel, Disney, and Pixar properties, reporting engagement results for the website and social media.

- Crafted and designed weekly and monthly marketing newsletters targeting direct-to-consumer (DTC) audiences.
- Monitored sites and social media performances using analytics tools, pulling reports and transforming data into actionable insights. Reported findings weekly to senior staff.
- Built, designed, and produced promotional sites from the ground up for feature films, special events, and once-a-year promotions for Disney's direct-to-consumer sites, including the now-defunct Disney Movie Rewards, Disney Movies Insiders, and Disney Movies Anywhere.
- Managed ad buy budgets for Disney's social media promotions.
- Wrote copy for promotional campaigns, newsletters, and advertising for websites, banners, social media, and push notifications for mobile phones.
- Edited and uploaded videos on various large-scale promotions and campaigns across social media and sites.

Editor and Reporter | Daily Mail | Santa Monica, CA

2013-2014

Reported on breaking news content for the entertainment site while actively advising on concepts, writing style, and photography choices.

- Wrote five to eight breaking news stories daily, curating content to increase unique site visits (USV), sourcing stories via open-source news outlets.
- Collaborated with multiple teams (legal, photography, etc.) to produce engaging and legally compliant content.

Assistant Managing Editor | Variety.com | Los Angeles, CA

2004-2013

Led digital news coverage, editorial strategy, and SEO implementation for the entertainment industry's leading trade publication.

- Managed a 24-hour news cycle desk to deliver comprehensive breaking news coverage while overseeing the production of Variety.com, maintaining the homepage, and promptly updating special features to ensure timely content delivery.
- Wrote features for both the print and online markets, including reviews, blog posts, and breaking news, all within tight deadlines.
- Researched and fact-checked articles, providing sources when applicable, while designing original artwork, banners, and layouts.
- Developed and produced daily newsletters for Variety readers, including special feature editions and breaking news alerts.
- Interviewed major talent at live events, uplifting Variety presence at all major industry gatherings.
- Wrote and produced advertorial content and created copy for paid media campaigns.
- Directed social media strategy and campaigns and advanced SEO outcomes.
- Implemented SEO techniques and strategies, as well as trained staff in SEO tactics to drive traffic to the site.

SKILLS

- **Content Creation & Strategy:** Copywriting, Editorial Planning, Content Curation, Creative Direction, SEO Specialist, Film and Television Criticism, Feature Writing, Proficiency in AI Tools (ChatGPT, Microsoft Copilot, Copy.ai)
- **Digital Marketing & SEO:** Google Analytics, Google Trends, Keyword Surfer, SEO Surfer, Ahrefs, Semrush, Social Media Strategy (Meta, Twitter, Instagram); Comprehensive Knowledge of SEO Tools
- **Design & Media:** Adobe Creative Cloud (Photoshop, InDesign, Illustrator), HTML/CSS/JavaScript, Video Editing, Graphic Design
- **Project Management:** Team Leadership, Editorial Scheduling, Cross-Functional Collaboration, Deadline Management
- **Tools & Software:** CMS (WordPress, Drupal, Squarespace), Google Suite, Microsoft Office Suite, Looker, Google AdWords, Meta Ads
- **Miscellaneous:** Email Marketing, Campaign Activation, Budget Management, Creative Strategy

EDUCATION

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