

Erika LeFlouria

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EXPERIENCE

Associate Editor NFL & College Sports

Oct. 2022-PRESENT

ESPN | Bristol, CT

Serve as an editor and writer for ESPN.com's NFL, college football and college softball coverage. Work with and manage national writers and NFL Nation reporters to edit their articles and build onto the website. Contribute by executing original content ideas and writing stories for ESPN's trending topics section about pop culture, sports business and social media. Use SEO knowledge to write engaging headlines to entice our audience to consume content.

Sports Desk Intern

June 2022-Aug. 2022

The Atlanta Journal-Constitution | Atlanta, GA

Covered the Atlanta Falcons, Georgia Tech, Atlanta Hawks and other sports events in the city. Worked with NBA, NFL and college sports beat reporters on the ground. Brought a new perspective to the newspaper, prioritizing reporting on women's sports and players. Covered SEC Media Days and the Atlanta Open, writing articles daily for a broad audience. Made tight, print deadlines for the newspaper. Articles generated over 30,000 page views.

Deputy Sports Editor

Aug. 2021 - May 2022

FSView & Florida Flambeau | Tallahassee, FL

Oversaw and edited the articles of seven staff writers each week. Assisted with weekly pitch meetings and wrote photo captions and headlines for articles. Ran @FSViewSports Twitter and Instagram accounts, posting articles daily and live-tweeting FSU games, mainly at-home football and basketball games. Tweeted in-game stats and provided play-by-play commentating for fans.

Content Editor/Head News Editor

Aug. 2019 - May 2022

Her Campus FSU | Tallahassee, FL

Researched and approved breaking news topics and provided final edits on approximately 50 news articles weekly. Oversaw 18 editors and co-hosted bi-weekly editor meetings and workshops to help them enhance their experience as Her Campus editors. Used SEO knowledge to assist writers in making creative and clickable titles to boost article views.

Production Volunteer

Feb. 2020 - April 2022

Seminole Productions | Tallahassee, FL

Worked with cameras and multiple high-quality editing software like Adobe Premiere and Slow Motion Replay to gather video interview elements that are edited and used as game highlights. Worked in the control room gaining experience running cameras for live television and completing many basic production tasks and working in the picture and sound control rooms for live tennis, basketball and baseball games.

Social Media and Marketing Intern

Jan. 2021 - May 2021

Capture Sports Agency | Remote

Created graphics and wrote press releases to develop promotional plans regarding athlete signings, NIL partnerships and news within the company. Oversaw all social media platforms, organized podcast guests and event coverage plans for the company's CEO, managing multiple projects simultaneously. Created graphics weekly for the Instagram and Twitter accounts using Adobe Premiere and Photoshop.

EDUCATION

Florida State University | Bachelor of Science in Communication and Digital Media Studies

May 2022

- Minor in English: Editing, Writing and Media
- NABJ Member, FSU Society for Collegiate Journalists Social Media Chair, Minorities in Media FSU Secretary