



Erin Achenbach

Writer

Experienced journalist with a proven track record in producing quality news content. Skilled in researching, writing and editing stories across various beats, including politics, public life, crime, sports and social affairs. Demonstrated ability to meet tight deadlines in fast-paced environments and maintain high standards of journalism. Seeking a new direction to leverage experience and expertise.

Experience

June 2021 to present

St. Louis Call | St. Louis, Missouri

EXECUTIVE EDITOR

- Oversee stories for and design the weekly print newspaper ranging anywhere between eight to 32 pages, with a circulation of 50,000.
- Manage daily editorial operations, including assigning stories to reporters, editing copy for print and web, approving photos and monitoring social media platforms for breaking news.
- Develop article ideas through research, reporting and conducting interviews with sources as necessary.
- Coordinated and distributed an e-newsletter two to four times weekly to 5,500 subscribers, managing content, design, scheduling and analyzing reader metrics for improved engagement.

October 2023 to present

ClutchPoints | Remote (Contract)

WOMEN'S SPORTS EDITOR

- Expanded ClutchPoints' women's sports coverage and supervised an editorial team dedicated to women's sports content.
- Created a women's sports content calendar for various platforms.
- Recognized popular trends in women's sports coverage, oversaw SEO improvements and worked closely with multimedia teams.
- Examined performance data to enhance content strategies for women's sport coverage.
- Grew reporting staff to include exclusive reporters for nearly half of the WNBA teams.

September 2018 to June 2021

St. Louis Call | St. Louis, Missouri

STAFF REPORTER and PHOTOGRAPHER

- Researched, wrote and edited stories for publication in a weekly print newspaper, consistently meeting deadlines while working on multiple stories simultaneously.
- Conducted interviews and built rapport with business leaders, community members, and government officials at various levels.
- Produced 10 to 20 pieces of content for the newspaper per week, including but not limited to long-form and short-form articles, photos and news briefs.
- Captured a wide range of photos, including cover stories, sports events, breaking news and editorial pieces.

June 2017 to May 2018

KMZU | Carrollton, Missouri

MULTIMEDIA REPORTER

- Conducted live and recorded radio newscasts, covering daily news, long-term stories, and breaking news for a rural radio station.
- Captured photos and videos to accompany articles on the station's website.
- Collaborated with the advertising department to execute social media and on-air radio contests.

Get in touch

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Portfolio

www.erinachenbach.com

LinkedIn

@ErinAchenbach

Education

2017

Bachelor of Journalism

University of Missouri - Columbia

- Degree emphasis in photojournalism
- Minor in anthropology
- Recipient of Multicultural Certificate
- Mizzou Alternative Breaks participant, site leader and 2015-2016 board of directors member

Things I'm good at

- **Photography:** Studio and on-site lighting, DSLR systems
- **Software:** Adobe Creative Cloud, Microsoft Office, Canva
- **Audio recording and editing**
- **Video recording and editing**
- **Reporting:** Copy editing, news writing and AP style