



Get in touch

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Portfolio

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LinkedIn

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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

Erin Achenbach

Writer

Experienced journalist with a proven track record in producing quality 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 my experience.

Experience

June 2021 to present

St. Louis Call | St. Louis, Missouri

EXECUTIVE EDITOR

- Oversee content, editorial duties and the design of a 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.
- Coordinate and distribute an e-newsletter two to four times weekly to 5,500 subscribers, managing its content, design and scheduling, and analyzing reader metrics for improved engagement.

October 2023 to present

ClutchPoints | Remote (Contract)

LEAD 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

- Produced 10 to 20 pieces of content per week for a weekly print newspaper with a 50,000 circulation, including but not limited to hard news articles, features, photos and news briefs.
- Conducted interviews and built rapport with business leaders, community members and government officials at various levels.
- Captured a wide range of photos, including cover stories, sports events, breaking news and editorial pieces.

June 2017 to May 2018

KMZU | Carrollton, Missouri

REPORTER

- Conducted live and recorded radio newscasts, covering daily and breaking news, as well as longterm stories, for a rural radio station. Took photos and videos to accompany articles.
- Worked with the advertising department to execute social media and radio contests.

January 2018 to June 2018

St. Louis Public Radio | Jefferson City, Missouri

STATEHOUSE INTERN

- Wrote web stories and radio broadcast scripts on daily events at the Missouri State Capitol in Jefferson City for the National Public Radio affiliate in St. Louis during the 2018 legislative session.