

Erin Shea

Expert content creator and editor with a passion for all things digital.

917-685-8810
eeshea23@gmail.com

EXPERIENCE

Freelance writer/editor/social media specialist

JANUARY 2011 - PRESENT

American Kennel Club's AKC.org; Thoroughbred Racing Commentary; VNDL Mag; New York Family; Lexington Family Magazine

American Kennel Club, New York, NY — Digital Content Editor

AUGUST 2015 - AUGUST 2016

Assigned and edited 80-120 pieces of content including news, blog posts, feature stories, native advertising, photo galleries, and videos on AKC.org (4M uniques per month via comScore) and AKC's social channels. Maintained the brand voice while editing for SEO best practices, grammar, style. Oversaw 10 external freelancers and one full-time employee. Directed content distribution plan across email and social.

Thoroughbred Racing Commentary, New York, NY — Assistant Editor

OCTOBER 2013 - AUGUST 2015

Copy edited, fact checked, and published daily longform articles. Managed social media accounts. Created and edited twice-weekly newsletter. Served as the editor for the aftercare/equine welfare section.

Luxury Daily, New York, NY — Lead Reporter/Editorial Assistant

OCTOBER 2012 - SEPTEMBER 2013

Wrote three stories (500-1,500 words) and edited six to 10 stories per day. Served as team leader and put together daily storyboard.

EDUCATION

Northwestern University — M.S. Journalism

GRADUATED AUGUST 2012

University of Kentucky — B.S. Agricultural Communications

GRADUATED MAY 2011

SKILLS

Photography/videography

Copy editing

Basic HTML

Final Cut Pro

Various content management systems

Microsoft Office/Google Docs

Adobe Photoshop

Mailchimp

Google Analytics

Various social media platforms

Hootsuite/Sprout Social

INTERESTS

Watching and participating in equine sports

Attending concerts

Running

Rooting for the Kentucky Wildcats