

ERIN FORD

• copy writer, certified content marketer •

EXPERIENCE

2020 **Freelance Writer**

Caldiatech

- Write a variety of content from long-form pages to short, impactful statements
- Optimize keyword use and effectiveness to strengthen SEO
- Excel in meeting imperative deadlines
- Create engaging social media posts that exceed client expectations

2020 **Freelance Writer**

code[RELIABLE]

- Craft impactful website content to strengthen brands' online presence
- Ensure content is SEO-friendly by including effective, relevant keywords
- Adapt to the voice and style of numerous clients in a variety of industries

2019 - **Website Content Writer**

2020 Hotels4Teams.com

- Created SEO-friendly travel guides for cities across the United States
- Proofread content for the rest of the writing team
- Effectively built backlinks through guest posting and press outreach
- Grew sales for the contracts department by 28% in 2 weeks

2015 - **Public Relations Account Executive**

2018 SCG Advertising + PR

- Wrote, edited, and distributed press materials
- Collaborated with clients to create long-term communications initiatives
- Executed successful press and media events for companies such as Walmart, Berkshire Hathaway, and Dave & Buster's

EDUCATION

The Pennsylvania State University

Bachelor's in Media Studies

Minors:

- Women's Studies
- International Studies

HubSpot Academy

Content Marketing Certification

Social Media Marketing Certification

Email Marketing Certification

VOLUNTEERING

Guest Writer

CareerMetis.com

Contributor

Harness Magazine

Author

Relevant Magazine

Content Contributor

LiveYourDream.org

SKILLS

- Basecamp
- Buffer
- Canva
- Content Marketing
- Hootsuite
- Mailchimp
- Sprout Social
- Weebly
- Wix
- Wordpress