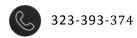
Erin Jourdan







http://www.linkedin.com/in/ejourdan

PROFESSIONAL PROFILE

10+ years of online and offline marketing experience with a focus on content creation across platform and how to deploy effective campaigns across media channels.

EXPERIENCE

MemoirClass.com LLC, 2013 - Present

Owner, Instructor

- Design and implementation of branding, web site, social media presence, how-to videos, newsletter, e-commerce store and three interactive ebooks
- Taught thousands of students online from around the world methods for writing and storytelling via a Canvas by Instructure MOOC

The Designory, a TBWA\Omnicom Group agency, 10/2013 – 12/2015 Content Strategist

- Content calendaring and planning across multiple screens, mediums, websites, iPad apps, native apps and social media
- Wrote account POVs on Mobile, Social Media Best Practices, new technologies (UGC management vendors)
- Creation and presentation to client of content program strategy,
 YouTube channel strategy, content plans for new product launches
- Analyzed product demographics vs. content gaps, performance
- Identified strategies to improve content performance per KPIs, with Business Intelligence, SEO specialist and Analytics specialist
- Worked with Chief Strategy Officer and Account Directors on pitches for new business: cruise line, pet health care
- Attended numerous industry events: Iconoculture (trends), Content World, J.D. Power Automotive Summit
- Reputation management using the Reputation.com interface for 550+ location client
- · Copywriting for all social media platforms

Azalea Interactive DBA, 3/2008 - 10/2013

Marketing Consultant

- Wide range of marketing strategy and copywriting
- Partial Client List: Highly Relevant, Vantage Media/Yahoo, First Protocol

Google, 1/2007 – 1/2008

Ad Content Quality Evaluator

- Worked a one-year contract comparing advertising copy, advertiser quality, and rating according to Google's internal policies
- Analyzing frequently occurring word clusters into vertical markets

EDUCATION

MFA, English Creative Writing San Francisco State University, California 2001–2005

BA, Double Major Communications Anthropology University of Iowa, Iowa 1989 – 1993

PROFESSIONAL SKILLS

Strategic Content Marketing
Content Discovery/
Planning
Content Calendar Creation
Media Channel Analysis
Social Media Marketing
KPI Tracking, Reporting
and Sentiment Analysis
Copywriting
Project Management
Reputation Management
Art Direction

TECHNICAL SKILLS

Illustrator
Powerpoint, iMovie
CMS: Wordpress, Drupal
FileMaker Pro
Social Media Platforms
Mac & PC OS
Microsoft Office Suite
Mail Chimp & Constant
Contact
Social Media Scheduing

NON PROFIT WORK

826 Valencia "Don't Forget to Write" teaching plan 826 Valencia Echo Park "Writing From the Senses" children's workshop

(Time gap in resume due to graduate school, awarded MFA Creative Writing, San Francisco State University, CA 2001-2005)

Talk City, Inc., 5/1999 - 1/2001

Strategic Marketing Manager

- Functioned as the on and offline promotions liaison with Hearst, NBC, and Cox cable
- Position included management of agency relationships, design and implementation of national advertising campaigns, media kit, and project management for the launch of the business division's flagship B-to-B website

Hearst New Media, 5/1998 -5/1999

Public Relations Manager

- Developed Hearst New Media's press campaigns for partnerships, investments and acquisitions
- Supervised creation of the company's speaker's bureau, copywriting for ads, executive speeches and presentations

Byron Preiss Multimedia/ Unapix Entertainment, 3/1996 – 2/1994

Marketing Associate

- Managed product publicity program for CD-ROMS, books and videos
- · Copywriting for press releases and promotional materials
- (These are two different companies but I am listing them together for brevity)

St. Martin's Press, 2/1994-3/1996

Marketing Coordinator

- Responsible for setting up promotional events for authors
- Created sales presentations and sales tools for the St. Martin's Press sales force