

# Erin Jourdan



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## 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

### **MemorClass.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 Scheduling

## 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