

Erin Bryce Greenawald

— ERIN.GREENAWALD@GMAIL.COM — ERINGREENAWALD.COM — @ERINACEOUSLY —

EXPERIENCE

Freelance Highlights

August 2014 – Present

- Provide post-production feedback and social media video scriptwriting for **Skillshare**. Also launched my own Skillshare class on writing content for your personal brand. (2017)
- Partner with companies on content strategy and execution as a Managing Editor at **Contently**. (2017)
- Edit translated articles and contribute custom articles about writing, publishing, and design for **Setka.io**'s launch of their *Accent* blog in the U.S. (2017)
- Contributed regular articles about startup work and productivity for the launch of **Redkix**'s blog. (2017)
- Started a **Personal Website Consultancy** to help individuals better represent themselves on the web. Examples can be seen at *samanthamarpe.com* and *erinegold.com*. (2015 – 2017)
- Curated the best events in NYC for **The Fetch** and compiled them in an email to share with the startup community; helped manage the Twitter and Facebook. (2014 – 2015)

The Muse – New York, NY

August 2011 – February 2017

Senior Editor, Branded Content (2015 – 2017)

- Championed branded content as revenue-driving extension of The Muse's editorial content, working across Editorial, Marketing, Sales, and Account Management to build processes and infrastructure and educate the company on its value and potential.
- Supported \$2M+ revenue through new business and renewals of branded content campaigns, serving as the editorial voice in client-facing interactions.
- Consulted with 50+ clients—such as Squarespace, General Assembly, Marriott International, and Unilever—on attracting users and communicating brand messaging through creative storytelling.
- Managed the entire editorial process—from pitch to publishing—for 120+ unique and engaging content pieces, relying on analytics to ensure the success of each campaign.
- Edited all branded content to maintain The Muse's voice and standards of excellence.
- Pushed the boundaries of content, including writing and producing the company's first 15+ in-house editorial videos.
- Collaborated with Marketing, Data, and SEO teams to improve article performance and reporting; collaborated with Product team to develop features to improve engagement.

Editor (2013 – 2015) // Associate Editor (2012 – 2013) // Editorial Intern (2011 – 2012)

- Joined as one of the first employees at a now 150-person, post-Series B startup, working as the right-hand woman to the EIC in establishing The Muse's editorial voice, strategy, and processes.
- Hired, trained, and managed a team of three interns; interviewed and helped onboard every member of 10-person editorial team. Worked remotely with 200+ freelance writers.
- Wrote 500+ inspiring career and lifestyle articles; work syndicated on Mashable, Inc., TIME, and more.
- Led social media, email newsletter, and photo/design efforts before company had dedicated resources.

VOLUNTEER

Crisis Text Line (2017 – present)

Level 3 Counselor supporting texters struggling with everything from suicidal thoughts to bad days

Soapbox Feminist Camp (2014 – 2017)

Speaker helping young feminists find direction in their careers

EDUCATION

American University (2009 – 2012)

BA in Environmental Studies, Summa Cum Laude

SKILLS

I have expert **writing (editorial & copy)** and **editing** abilities with a focus on maintaining brand voice and identity. My keen eye for **visual design** and experience in **photography** means I make sure the content looks as good as it reads. I'm familiar with **SEO** best practices, confident working in many **CMS' (Wordpress, Squarespace, MailChimp, Salthru)** and producing in **HTML** and **Markdown**, and am adept with tools like **Google Analytics**. I've also worked with **Photoshop**, **Illustrator**, **InDesign**, and **iMovie**.