Erin Krage

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EDUCATION

2023 | University of Washington, Certificate | **Professional Technical Writing**
2016–2020 | Iowa State University, B.S. | **Public Relations**

PROFESSIONAL EXPERIENCE

COPYWRITER & CONTENT MARKETER
ColinKurtis Advertising, September 2022 to Present

- Write and edit copy for blogs, digital ads, whitepapers, trade media, slide decks and more
- Develop web copy using SEO best practices
- Collaborate across departments to ensure high-quality, high-performing content
- Interpret creative briefs and templates to bring clients' ideas to fruition
- Understand brand and style guidelines for various clients
- Exercise time management and prioritization skills in a fast-paced agency setting
- Work on multiple projects with various style guidelines at one time
- Brainstorm marketing content and campaigns for clients within the food & beverage industry

MARKETING & SALES ASSOCIATE
Alta Trust Company, January 2021 to September 2022

- Write and edit copy for email sequences, sell sheets, social media posts, video scripts and more
- Manage company and executive team members' social media accounts
- Plan, market and execute virtual events via Zoom Webinar
- Scheduling and note taking for sales personnel
- Audit content and analyze marketing performance to inform stakeholders
- Source, vet and manage third party contractors
- Event management for two-day conference of 100+ guests
- Build and manage project and task management dashboards through monday.com

CONTENT MARKETING INTERN
Workiva, May 2020 to December 2020

- Conceptualize and write copy for blogs, social media, print and digital ads, web copy and more
- Refresh past content to meet new brand, voice and tone during company-wide rebrand
- Write within strict brand guidelines and AP style
- Build pages and migrate content into Drupal (CMS)
- Interview and collaborate with subject matter experts to ensure high-quality content
- Use Jira to kick-off and manage tasks
- Develop understanding of SaaS industry and how to market to audiences in the B2B technology industry

PLATFORMS & SKILLS

Microsoft Office | Google Drive | JIRA | Monday.com | Drupal | Mailchimp | Salesforce Pardot
HTML | Markdown | AP Style