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# ERIKA L. BENNETT

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(352) 636-9128

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## PROFILE

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I am a strong writer, editor, and marketer with almost a decade of experience in editing, content creation, and project management.

My strengths lie in the management and coordination of creating and developing content for both print and digital outlets under tight deadlines in a fast-paced environment. I also enjoy working to identify new opportunities for growing a brand and expanding its online presence through the written word.

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## PORTFOLIO

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ERIKABENNETTWITES.COM

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## EXPERIENCE

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### MANAGING EDITOR / TRUE NORTH CUSTOM

2017–Current

- Communicate with account managers and designers to keep projects on schedule that is based on our internal workflow system.
- Oversee the print publications and digital content for more than 15 clients across the U.S.
- Assist clients in planning content for quarterly and monthly magazines.
- Manage copywriting projects to ensure interviews take place as necessary and keep track of writers' deadlines in order to meet copy due dates.
- Edit copy for tone, style, and client requests, and prepare for design using Adobe InCopy.
- Write and edit magazine articles, eNewsletters, blog posts, direct mail pieces, white papers, landing pages, downloadable guides, social media content and ads, as well as eBooks.
- Ghostwriting a book about marketing for the President of the company. I also planned the production schedule and produced the content outline.
- Optimize digital content for SEO by writing keywords and metadata descriptions.
- Facilitate the three-round proofreading and fact-checking stage of the process, as well as the mechanical proofing process before final files are uploaded.
- Travel to meet with clients and potential clients.
- Conduct writing roundtables with editorial team when brainstorming sessions are needed.
- Member of the internal pitch team and work closely with executive leadership team to bring in new clients.
- Voted into the Employee Enrichment Team (EET) by leadership to help foster communication between employees and management team.

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### MY SKILLS

- Excellent written, verbal, and interpersonal skills
- Successful content creation for email marketing, social posts, eBooks, newsletters, books, and blog posts
- Attention to detail when editing and reviewing content
- Efficient in Microsoft Word, Excel, PowerPoint, InDesign, and InCopy, as well as content management and workflow tools
- Working knowledge of Photoshop
- Possess excellent time management skills, comfortable working in a fast-paced, multi-tasking environment, and able to easily transition between projects

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**BACHELOR OF ARTS IN  
ENGLISH LITERATURE / 2009**  
Florida Atlantic University

### FREELANCE EDITOR & WRITER


2017–Current

- Write press releases announcing newly published books.
- Complete basic edits, line edits, developmental edits, and author coaching projects on a contract basis for publishers and individual clients.
- Edit podcast scripts.
- Write four to seven blog posts each month for clients.
- Generate invoices and manage business expenses.
- Strong knowledge in the use of Facebook, Instagram, Twitter, Pinterest, LinkedIn, and other social media platforms for business purposes.
- Led a writing workshop at the Amplify Writing Conference in Orlando, FL.

### EDITORIAL MANAGER / XULON PRESS

2012–2017

- Oversaw editorial services and procedures, including basic edit, line edit, developmental edit, ghostwriting, manuscript critique, back cover copy service, and book search optimization service.
- Created the Author Development Program to fill a critical hole in the publishing process for potential clients. This program offers writing education and guidance for first-time writers and authors who are entering the self-publishing sector of the industry.
- Fulfilled writing education in one-on-one settings with clients through the Author Development Program.
- Wrote website copy for Liberty Hill Publishing (LibertyHillPublishing.com) and its accompanying publishing guide.
- Worked closely with marketing team on email marketing, corporate blog, social media, video production, and other areas of marketing when needed.
- Supplied content each month for corporate blog.
- Built Editorial Department from the ground up.
- Increased department revenue from first year revenue goal of \$108,000 in 2012 to more than \$1M claimed revenue in 2016.
- Served as on-camera talent for interview style videos, which were used in several email marketing campaigns and produced a high level of leads interest.
- Facilitated live videos on both Periscope and Facebook Live.

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- Managed client complaints, both through email and escalated phone calls.
  - Oversaw a department of four in-house editors and sixteen contracted editors and ghostwriters, with a heavy focus on team culture and team building.
  - Provided detailed reports on weekly basis to senior management.

#### **EDITORIAL COORDINATOR & COPYWRITER / XULON PRESS**

2011–2012

- Responsible for writing thirty to forty press releases a month for newly released books.
- Worked to meet monthly revenue goals for Production Department.
- Wrote storyboards for video trailers (short commercials for books), which were then sent out for voice-over and then to graphic designer for final design.
- Managed submissions and assignments for contracted editors.
- Reviewed manuscripts and wrote Manuscript Reviews and produced 500-word sample edits.

#### **TYPESETTER / XULON PRESS**

2010–2011

- Used Adobe InDesign to layout manuscripts into galley files, which were sent to authors for approval and then uploaded to book printer as a PDF for print-on-demand capabilities.
- Responsible for making changes to text, supplied by authors, during correction process.
- Worked in Adobe Photoshop to edit images before placing them in InDesign.
- Exported InDesign files into multiple eBook formats.
- Finalized galley files at end of each month to upload to printer's website.
- Managed workflow to contracted typesetters when necessary.