Erin Conley Cain

DIGITAL CONTENT WRITER, COPYWRITER, EDUCATOR, EDITOR, PROOFREADER, MARKETER

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EXPERIENCE

Page One Power Marketing, Idaho — *Web Content Writer*

January 2019 - October 2020; November 2023 - present

- Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Increased clients' business exposure through writing SEO-optimized content and including affiliate marketing on various topics published on multiple client websites.
- Researched to develop a thorough understanding of unfamiliar topics, competitors, industries, and processes to present fresh, new angles and ideas within written content.
- Wrote and edited high-quality content under deadline pressure with an exciting, captivating, and authentic approach.
- Employed Asana and SEO tools to achieve proper grammar and syntax within articles and implement SEO principles on WordPress and other website hosts.
- Formatted content to adhere to industry-specific style guides.
- Edited and proofread content to confirm proper grammar, quality, and consistency with AP style.

Wikimotive, New Hampshire— *Digital Content Copywriter*

October 2022 - April 2023

- Responsible for researching and writing articles on all automotive models and dealership-related topics, including sales and marketing angles and landing pages.
- Obtained a thorough understanding of unfamiliar topics, competitors, industries, and processes to present fresh, new angles and ideas within written content.
- Developed and edited informative, highly engaging, concise content in AP style for company websites and social media platforms customized for target audiences and company campaign objectives.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.

SKILLS

- **Unique content creation**
- **Storytelling**
- **Teaching**
- **Short and long-form articles, landing pages**
- **Email newsletter creation and management**
- **Writing style expertise: AP, APA, MLA, Chicago Style**
- **Brand messaging**
- **CMS expertise**
- **SEO keyword research and implementation**
- **Self-publishing and ebook publishing experience**

CMS/SaaS Experience

- **Adobe**
- **Ahrefs**
- **Asana**
- **Blackboard**
- **Blogify**
- **Brightspace**
- **Canva**
- **Cision**
- **DocuSign**
- **Drupal**
- **eRank**
- **EveryAction**

- Formatted content to adhere to industry-specific style guides.
- Utilized feedback from clients and colleagues to improve content quality.

Pet Insurance Review, Colorado — SEO Content Writer and Newsletter Writer/Designer

April 2019 - December 2022

- Engaged 150,000 subscribers via blogs, affiliate marketing, sales text, links, and images for the weekly email newsletter.
- Authored 2-3 blogs weekly, ranging from 800 to 2,500 words.
- Used SEO programs to implement keywords and long-tail keywords in digital content.
- Customized information, wording, and voice to create engaging pet health content for pet parents and potential pet owners.
- Used content management tools to curate materials and eliminate inaccurate pieces.
- Edited and uploaded articles to Drupal, Wordpress, and Mailchimp.
- Used SurferSEO to determine top keywords for blog articles.
- Harnessed proofreading and editing systems to eliminate errors in the final copy.
- Revised written material, incorporating technical feedback and creative changes.
- Edited and supplied images for blogs and other writers' work.
- Participated in creative collaboration with the PIR remote team.

Admore Marketing Agency, Berlin, Germany — *EBook Ghostwriter*

June 2020 - August 2020

- Completed a ghostwriting assignment for an ebook project specifications per editorial guidelines.
- Ghostwriter of T*he Woof Brothers: Dog Nutrition & Cookbook: The Simple Guide to Keeping Your Dog Happy and Healthy.* Ranked on Amazon.
- Explained complex information with a reader-friendly style.
- Messages' varied language and tone are based on the product and communication medium.
- Designed and organized documents, working with raw content from subject matter experts.
- Prepared high-quality works with minimal errors for the editors' and publishing staff's review.
- Satisfied clients throughout development, communicating openly, and revising drafts based on feedback.
- Accomplished deadlines consistently through proper planning and diligent work on assignments.
- Translated complex technical content into easily understood and engaging copy.

- **Google Suite**
- **Google Workplace**
- **Google Analytics**
- **Grammarly**
- **HubSpot**
- **Jasper AI**
- **Jira**
- **Kahoot!**
- **Mailchimp**
- **Microsoft Office**
- **Monday**
- **Oracle NetSuite**
- **Originality AI**
- **Powerschool**
- **Schoology**
- **SEMRush**
- **Shopify**
- **Slack**
- **Squarespace**
- **SurferSEO**
- **SurveyMonkey**
- **Taskade**
- **Turnitin**
- **Wordpress**
- **Yoast**
- **Zoom**

SuperSummary, San Francisco — *Academic Literature Guide Writer*

2017 - 2020

- Developed engaging, interesting literature review guides emphasizing strong characterization, plots, literary devices, and themes.
- Adhered to specifications, legal requirements, and company content, format, and style standards.
- Managed creative process and daily workflow using productive planning, self-motivation, and prioritization.
- Edited documents to meet best practices and standards, following established guidelines.

SFG Media, San Francisco — *Viral Web Content Writer*

2017 - 2019

- Prepared regular content for assigned pet stories.
- Wrote factually correct articles, posts, and other content for readers.
- Varied language and tone of messages based on the story and the communication medium.
- Edited or revised the existing copy as necessary and submitted the copy for approval by the supervisor.
- Promoted consistency across company publications, maintaining messaging and brand guidelines for each product.
- Completed thorough research into assigned topics.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Crafted SEO-friendly content for blog posts to increase organic traffic. Utilized feedback from clients and colleagues to improve content quality.

FeelWell Compression, Virginia— *Guest Blogger*

December 2018 - December 2019

- Created and executed an appropriate target audience for health articles on compression technology and medical clothing.
- Customized information, wording, and voice to create engaging content for different audiences.
- Revised written material, incorporating technical feedback and creative changes.
- Brainstormed new approaches and ideas to improve content strategy.
- Built factually correct articles, posts, and other content for readers.
- Prepared high-quality works with minimal errors for editors and publishing staff.
- Maintained the aesthetics of the blog through images and troubleshooting issues.
- Implemented SEO strategies to optimize web content for search engines.
- Consulted with editors to shape the story and eliminate any errors.
- Studied and commented on current news and trends.

- Customized brand message to reach and capture the target audience's interest and drive engagement.
- Edited and proofread drafts of articles and other documents.

Animalso.com, West Covina, CA — *Web Content Writer*

2016 - 2018

- Accomplished deadlines consistently through proper planning and diligent work on blog and dog breed article assignments.
- Wrote articles with excellent introductions and leads that captured essential elements of newsworthy events and stories.
- Wrote thoroughly researched, genuinely helpful content geared toward SEO..
- Completed work on dog breed guides to project specifications per editorial guidelines.
- Elevated organizational messaging with the delivery of high-quality content and editing of public-facing content.
- Edited documents to meet best practices and standards, following established guidelines.
- Prepared high-quality works with minimal errors for review by editors and publishing staff.
- Revised written material, incorporating technical feedback and creative changes.

Pet Care Pet Insurance, Sydney, Australia — *Web Content Writer*

2017 - 2019

- Completed work to project specifications per editorial guidelines
- Elevated organizational messaging with delivery of high-quality content and editing of public-facing content.
- Developed, wrote, and edited informative, highly engaging, concise pet insurance content and breed guides customized for target audiences and company campaign objectives.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Monitored competitor content to identify areas for improvement in client campaigns.
- Formatted content to adhere to industry-specific style guides.
- Utilized feedback from the client to improve content quality.
- Edited documents to meet best practices and standards, following established guidelines.
- Matched language and tone of text to specific environments and target audience demographics.

Privacy Pop, California — *Web Content Writer*

2016 - 2017

- Researched and wrote company blog articles to explain and interpret the company's sleep product features and technical specifications
- Created error-free, professional copy with writing, proofreading, and editing abilities.
- Revised written material, incorporating technical feedback

and creative changes.
- Edited or rewrote existing copy as necessary and submitted copy for approval by the client.

Belai T.T., Bahir, Dar University, Ethiopia — *Book Editor and Press Release Writer*

June 2017 - August 2017

- Reviewed I*dentity and History: Who is not Agaw in Gojjam and Gondar, Ethiopia?* content and illustrations for style, grammar, accuracy, and consistency.
- Fact-checked text by carrying out research and confirming sources.
- Multi-tasked to keep all assigned projects running effectively and efficiently.
- Met deadlines consistently by completing fast, accurate proofreading and editing work.
- Corrected grammatical, typographical, or compositional errors in the original copy.
- Reviewed content line by line for word choice, style, and spelling errors.
- Created a press release announcing the book's release date and description.
- Prepared final copies for print by formatting files, deciding on trim size, making aesthetic decisions, and determining page count.

EDUCATION

SUNY Buffalo State University, Buffalo, NY — *Master of Arts, English*

August 1997 - May 1998

SUNY Buffalo State University, Buffalo, NY — *Bachelor of Arts, English*

August 1993 - December 1996