

ERICA MARTIN





COPYWRITER EDITOR CREATIVE

Creative storytelling has always been my occupation. I've told stories through photography, theatre, script writing, content writing, feature writing, and editorial publications. Today I work to tell cohesive brand stories through exceptional copywriting that converts, dynamic partnerships with visual storytellers, data-based marketing campaigns, and a solutions-based leadership mindset.

SELECTED ACHIEVEMENTS

- Promoted from Content Writer to Brand Communications Manager in under a year at a major national retailer.
- Developed the brand book and style guide for Ten Thousand Villages.
- Founded an independent magazine and established national distribution in under a year.

FIND ME HERE:

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-  San Diego, CA

PROFICIENCIES

- Google Suite
- SEO & keyword research
- Microsoft Suite
- Adobe Lightroom & Photoshop
- Project Management software: Asana, Slack, Monday
- WordPress - Block Builder
- Listrak - Email Marketing Platform
- Canva
- Remote work
- Management
- Editorial work

EDUCATION

BACHELOR OF SCIENCE

ENGLISH/COMMUNICATIONS

Corban University 2008

- Editor of Hilltop News, digital newspaper 2007

ROLES & POSITIONS

BRAND COMMUNICATIONS MANAGER

Ten Thousand Villages | Feb 2022 - Present

- Work in tandem w/ PR agency to pitch & monitor brand presence in the press
- Develop brand language/messaging/lexicon/voice
- Stay up-to-date on current and emerging trends to guide editorial calendar and content planning in the ethical retail space.
- Manage the content writer and provide proofreading and editing to daily content deliverables.
- Advise executive team on brand strategy and provide crisis response and brand statements.

CONTENT WRITER

Ten Thousand Villages | April 2021 - Feb 2022

- Kept up with current and emerging technologies, standards, and trends to pitch content ideas.
- Wrote high-converting copy in email marketing with an average open rate of 40%; wrote digital ads and monitored conversion.
- Wrote optimized copy for B2B & B2C sites + in-store signage
- Wrote optimized copy for long-form blogs, gift guides and listicles to drive sales and brand awareness.
- Wrote optimized product descriptions for up to 400 new products per year

SENIOR COPYWRITER

Good Notion, Co. | Feb 2018 - April 2021

- Wrote sales pages, ad scripts, brand film scripts, print collateral, website copy, professional bios and more for this creative agency's diverse client base.
- Worked closely with project managers and designers to deliver exceptional brand packages and deliverables to clients.

HOUSE OF HUCKLEBERRY

Independent Magazine Editor | 2016-2018

- Co-founded an independent magazine in the Lifestyle genre.
- Grew the audience by 1,000 readers and established national distribution for the print magazine.
- Established the brand, assigned stories to contributing writers, provided regular articles on growing food, parenting and community from a holistic and ethical lens.
- Managed contributing writers + proofreading
- Managed the editorial calendar.