Erin Rowley

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Key Qualifications and Skills

- Strong print and digital communications skills: planning, researching, copywriting, proofreading, project management
- Enthusiastic, organized, dependable, deadline-driven, detail-oriented, team-oriented, hard-working, skilled at multitasking
- Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint), social media, content management systems

Experience

- Content Writer, Finance and Healthcare — Lightstream — Lansdale, PA — April 2018-Present

I research and write clear, concise, persuasive marketing materials, including websites, blog posts, video and radio scripts, social media, digital ads, print ads, mailers and more for dozens of the firm's finance and healthcare clients. My work helps them enhance their brand value, attract new consumers and deepen relationships with existing ones. I thrive in the firm's fast-paced, deadline-driven atmosphere, juggling many projects at once and working with designers, project managers and other writers.

- Writer and Content Coordinator — Living Beyond Breast Cancer — Bala Cynwyd, PA — June 2014-April 2018

I planned, managed, wrote and edited medical content, including brochures, newsletters and blog posts, for national nonprofit Living Beyond Breast Cancer. I led many projects from conception to completion and helped market them through emails, print mailings and social media. I conducted interviews with constituents and medical professionals and ensured all content was well researched, grammatically correct and completed on time.

- Publication Assistant — Hibu — King of Prussia, PA — April 2013-May 2014

I planned, researched and wrote original content and solicited community contributions for multiple 30-page, monthly magazines across the country. I edited and laid out stories and was tasked with "chaos" work that had to be completed very quickly.

- Program Assistant — Centre Foundation — State College, PA — April 2011-April 2013

I oversaw the foundation's communications strategy, from creating press releases and printed materials to planning and staffing events, to working with the public, local media and other community members. I handled the foundation's social media, bringing 11 times more fans to its Facebook page. I spearheaded a new event, Centre Gives, which raised more than $415,000 in its first year.

- Internships — State College, PA — 2009-2011

During college, I had internships at different nonprofits in State College, including Smart Start Centre County, Penn State Public Broadcasting (WPSU) and the State College Area School District. At these organizations, I planned, promoted and staffed events, wrote text for press releases and other promotional materials, and spoke at large public events.

- Reporter/Editor/Blogger/Columnist — The Daily Collegian — State College, PA — September 2007-May 2011

As a reporter, study abroad blogger, columnist, copyeditor and arts magazine editor, I pitched, wrote, fact checked, edited and posted hundreds of stories. I also designed pages, managed staff members and was on the board of editors and board of opinions.

Education

The Pennsylvania State University — **University Park, PA** — May 2011

Bachelor of Arts degrees in journalism and history, minors in Russian and international studies