

ERIN MCLAUGHLIN

PROFESSIONAL CREATIVE

PROFILE

I am looking to quantify my creative prowess by engaging in a healthy professional environment where I may acquire technical skills that I may apply professionally + personally. An excellent communicator with a knack for working under pressure + success with deadlines in fast-paced, traffic-driven environments.

CONTACT

267.809.2867
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Philadelphia, PA

EXPERIENCE

OWNER/CREATOR | MASKS + MEMOIRS | JULY 2018 - PRESENT

- Collaborates with businesses + vendors to produce monthly product features within negotiated prices + desired deadlines.
- Acquire customers via social media outreach + advertisements.
- Compile, sort, + organize all items, orders, + paperwork for bookkeeping.
- Provide customer service with a creative approach to problem solving.

SOCIAL MEDIA EDITOR | UNFAIR + LOVELY | JAN 2018 - JUN 2018

- Curated accurately researched threads on Twitter.
- Generated 2.4 million impressions + surpassed 1,000 follower count in less than 2 months.
- Featured in *Teen Vogue* + *The Daily Dot*.
- Maintained a relatable + professional brand voice while developing strategies to optimize audience engagement levels

FREELANCE WRITER | SAINT DYANA | JAN 2016 - PRESENT

Content creator for blogs that have been featured in *Teen Vogue*, *Wear Your Voice Magazine*, *Philadelphia Print Zine*, + *Ruumble Media*.

Balance between personal voice + adaptive writing voice for various publications.

Focus on balancing deadlines + providing exciting content centered around the narrative of black women.

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SKILLS

- Office Suite
- Written + Verbal Communication
- Problem Solving
- Time Management
- Sales
- Processing new skills
- Team Work
- Independence
- Motivation
- Quality Control