

Erin Hayes Burt

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Career Focus	Copy writing, editing and marketing writing	
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Experience Summary	<ul style="list-style-type: none">• 12 years of experience managing marketing projects, including corporate communications, press releases, feature articles, editorial, press releases, research reports, and creative print/radio ad copy.• Familiarity with AP, NYT and Chicago Styles• Experienced blogger, researcher, interviewer, and reporter	
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Education	B.A., English Writing <i>University of Oklahoma, Norman, OK</i>	<i>2001</i>
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Professional Experience	Independent Contractor	<i>2010 - Present</i>
	<ul style="list-style-type: none">• FoodHomeLifeStyle.com, Editorial and blogging• Ballston Journal, Advertorial and marketing content writing• Adirondack Guest Informer, Feature article writing• Standard Fabrication – Technical Writing, Website rewrite• Thomae Advertising, Copywriting• The Rainmaker Institute – Blogging, SEO, and web copywriting since 2013• Mom’s Milk Boutique – Blog managing editor, blogging since 2013• World Now – Scriptwriting and concepting, 2011-2013• FitPlus Magazine – Proofreading and writing 2007-2009• Global Web HQ – Script writing and article writing• Dallas Child – Article writing	
	Publications Manager – <i>Van Cliburn Foundation, Fort Worth, TX</i>	<i>2009-2010</i>
	<ul style="list-style-type: none">• Saved the Cliburn \$5k on the 2010-2011 season program book because of technical knowledge• Edited, rewrote, proofread and oversaw layout on all articles for newsletters, program books and emails with patrons, press and social media	
	Publications and Events Manager – <i>Tucson Newspapers, Tucson, AZ</i>	<i>2006-2009</i>
	<ul style="list-style-type: none">• Managed two monthly publications, one bi-annual publication and two annual publications, plus social media components of each• Managed staff of five to coordinate publications and events• Directed creative direction of publications• Publications I managed won the most awards from the Suburban Newspaper Association, the American Association of Newspapers, and the American Advertising Federation in TNI history	
	Sales Promotions Coordinator – <i>KOLD TV, Tucson, AZ</i>	<i>2004-2006</i>
	<ul style="list-style-type: none">• Responsible for \$200K Cause-marketing budget• Wrote and produced the station's first reality show, Desert Race Tucson• Helped create and solidify the station's first charitable brand	
	News Producer – <i>KFOR TV, Oklahoma City, OK</i>	<i>2001-2004</i>
	<ul style="list-style-type: none">• News gathering and writing• Show management and flow	

Technical Skills

Quark • Photoshop • Illustrator • InDesign • Word • PowerPoint Clearview/One
Domain/Scarborough • AP Newscenter • DCM Pro • WorldNow • FTP Applications • Social
Media • SEO • Typo3 • WordPress • Drupal • HTML
