

ERIN DAILEY

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Objective

To further expand and explore my skills bridging the editorial and technical worlds.

Employment History

Director of Project Process and Business Standards

Present | Hearst Digital Media | New York, NY

- Act as liaison between development, production, project management and content
- Manage strategic aspects of large-scale projects
- Oversee senior managers and managers working on various projects and initiatives
- Create and maintain process and organizational documentation
- Develop, implement and maintain business practices

Managing Editor

July 2008 to August 2009 | [Hearst Digital Media](#) | New York, NY

- Oversaw technical and editorial aspects for the Hearst Magazine Web Network
- Acted as editorial project manager, keeping track and ensuring delivery of various website initiatives
- Worked closely with marketing, development and production to streamline workflows
- Communicated between editorial and technical departments, acting as a technical liaison

Senior Web Editor, [House Beautiful](#)

November 2006 to July 2008 | Hearst Digital Media | New York, NY

- Oversaw initial site build, providing design and production guidance to team
- Converted print content to web on a monthly basis
- Conceived and edited web-original content
- Responsible for increasing web traffic by 797%

Online Media Manager & Webmaster

June 2004 to November 2006 | Skirt Magazine | Charleston, SC

- Managed websites for six locations
- Converted content from print to web and edited and built web-original content
- Created and maintained site graphics and layouts
- Created HTML newsletters for reader email blasts

Copywriter

April 2003 to May 2004 | Digitas | Chicago, IL

- Main writer for Best Buy, Allstate and Grainger accounts
- Produced content for mini-sites, banner campaigns, newsletters, direct mailers, and sell sheets

Copywriter & Content Editor

March 2002 to October 2002 | iLeo | Chicago, IL

- Responsible for reworking existing job descriptions on the [GoArmy.com](#) website
- Researched, wrote and edited content for 200 [additional job descriptions](#)
- Researched, wrote and edited all content for [medical job descriptions](#)

Writer & Editor, Designer & Information Architect

October 1999 to July 2001 | OurHouse.com | Evanston, IL

- Conceived, designed and wrote email campaigns
- Designed and managed site recipe section, incorporating cooking tips, recipe selections and products provided by merchandising department
- Designed, wrote and implemented site editorial pieces surrounding products
- Conceived and designed information architecture for special editorial site sections

Freelance History

Web Designer and Producer

July 2005 to December 2008 | Dailey Designs | New York, NY

- Created logos, graphics and websites for small businesses
- Clients included [Barefoot Contessa](#), Ginger Brewton Interiors, [C. Brett Elrod Construction](#), Miostile, Gwynn's and the [Preserve at the Clam Farm](#)

Featured Author

Ongoing | [BenBella Books](#) | Dallas, TX

- Provide humorous and topical articles for the SmartPop series
- Subjects have included the television show *Alias*, the novel *Pride & Prejudice*, the character of Wonder Woman and the James Bond films

Columnist & Recapper

July 2000 to June 2008 | [Television Without Pity](#) | New York, NY

- Wrote amusingly detailed editorial pieces that summarized popular television shows for this industry standard entertainment website
- Responsible for covering *Heroes*, *Alias*, *Grosse Pointe*, *The Agency*

Other Experience

Able to write in practically any style required, be it for advertising or fiction anthologies or the backs of bubblegum wrappers. Consistently ahead of schedule in tight turnaround times. Can go between creative and technical disciplines in the blink of an eye. Can combine writing and design disciplines to deliver cohesive content for both print and web.

Possess expert knowledge of design software (Quark, Photoshop, Illustrator, InDesign, Freehand) and web development software (Dreamweaver, Flash, Fireworks, BBEdit, HTMLKit). Retain extensive knowledge of the installation and maintenance of blogging software (WordPress, TypePad, Moveable Type, Blogger). Total expert in all things Microsoft (Word, Excel, Access, Powerpoint). Highly proficient on both Macs and PCs. Addicted to Firefox and Google. Can build a computer from scratch.

Education

DePaul University | The Theatre School | Chicago, Illinois | Bachelor of Fine Arts | 1992

References

References are available on request.