

Erin Dailey

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EXPERIENCE

2012 - Present

HGTV | Scripps Networks Interactive DIGITAL PRODUCT DIRECTOR

Launched the HGTV Photo Library on the new HGTV portal site in November 2014. Iterating upon initial release with bi-monthly product updates to improve user experience. Managing the ongoing digital asset process with the proprietary DAM system. Overseeing the DAM process for the new DIY website releasing in April. Managing the content distribution and development of the HGTV Folio mobile app.

2006 - 2011

Hearst Digital Media

DIRECTOR, PROJECTS & STANDARDS

Oversaw all digital projects and products for over 20 Hearst brands, including full-scale site builds, site redesigns, new product implementations and mobile applications. Developed content and digital asset standards for entire site network. Developed and managed content and digital asset workflow and process for editorial and development teams. Acted as main editorial representative for proprietary CMS, working with internal and external teams to educate editors and gather requirements for platform improvements.

2009 - 2011

MANAGING EDITOR, DIGITAL BRANDS

Managed editorial and technical aspects of the Hearst Magazine Web Network, consisting of 16 magazine websites. Created editorial standards for all digital content, including copy, images SEO and ad units. Over-saw build of Veranda website, launching full product in 90 days and increasing site traffic by 223%. Acted as main conduit between edit and tech teams. Improved monthly print conversion workflow, decreasing time-to-publish from 2-3 weeks to 2-5 days per brand.

2008 - 2009

SENIOR WEB EDITOR, HOUSE BEAUTIFUL

Managed all digital content and website initiatives. Converted and optimized monthly print content while consistently producing web-original stories and features. Directed new site build, managing offsite asset migration, overseeing design and IxD teams and working directly with front-end development. Managed local and offshore resources editing and optimizing migrated content. Created content migration plans and mapping documents that became the standard for all site migrations.

2006 - 2008

2004 - 2006

Skirt! Magazine

DIGITAL MEDIA MANAGER & WEBMASTER

Edited, produced and managed websites for six locations in the Southeast. Converted monthly magazine print content to digital. Wrote and produced web-original stories and features. Escalated digital business from one market to six within one year. Created and maintained graphics and layouts. Wrote and produced weekly HTML newsletters and monthly email campaigns. Streamlined print-to-web process, reducing production time from three weeks to one week for all locations.

2003 - 2004

Digitas

Copywriter

Lead copywriter for major digital accounts, including Best Buy, Grainger and Allstate.

1999 - 2002

OurHouse.com

WRITER, DESIGNER & PRODUCER

Conceived, wrote, designed and produced e-commerce web pages and HTML newsletter promotional campaigns surrounding featured products.

PROFILE

Versatile digital content manager and product director with over 15 years experience, including site and app development, content creation and management, digital publishing systems, establishing digital asset process, defining process and procedure, and strategic planning. Dynamic leader with proven proficiency in directing cross-platform teams in multiple locations. Established expert in a wide range of subjects and brands, with a primary focus on home décor and design.

EDUCATION

Bachelor of Fine Arts
DePaul University

PROFESSIONAL SKILLS

- Content Development
- Asset Management
- Social Marketing
- SEO & SEM
- Content Integration
- Project Management
- Digital Asset Process
- CMS Administration

PERSONAL SKILLS

- Writing
- Editing
- Gaming
- Computers
- Designing
- Decorating
- Organizing
- Planning

SOFTWARE

InDesign	●●●●●●●●
Photoshop	●●●●●●●○
Illustrator	●●●●●●○○
Office	●●●●●●●●
Visio	●●●●●○○○
Project	●●●●○○○○

PLATFORMS

- AEM (aka CQ)
- WordPress
- Drupal
- Joomla
- MediaDesk

