

Erin Dailey

web: www.erindailey.com
email: erin@erindailey.com
phone: 917.208.3791

EXPERIENCE

2012 - Present

Discovery, Inc.

DIGITAL PRODUCT DIRECTOR

Bringing content and products together in a meaningful way with several new-to-market shopping initiatives for the Digital Lifestyle Group. Creating editorial and sales tools that deliver contextual shopping and photo experiences on and off-platform. Managed the development and launch of the HGTV Photo Experiences, including the Photo Library and an immersive photo browsing experience across all brands.

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. Oversaw 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

Creator. Organizer. Fixer.

Versatile digital professional with over fifteen years of experience in the lifestyle content realm, with a focus on design and décor. Finely honed background in content creation and management, product conception and direction, and site/app development. Dynamic leader with a rep as a "Fixer" and proven proficiency in directing cross-platform teams in multiple locations, often armed only with wifi and a camera. Self-professed organization freak with a passion for creating order out of chaos.

EDUCATION

Bachelor of Fine Arts

DePaul University

PROFESSIONAL SKILLS

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

PERSONAL SKILLS

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

PLATFORMS + SYSTEMS

- Adobe Enterprise Management
- Adobe Marketing Suite
- Photoshop, InDesign, Sketch
- MediaDesk, AEM DAM
- WordPress

SECRET WEAPONS

- Custom WordPress queen
- Entirely cloud-based
- Mad Google App skills
- Fearlessness
- Disarming humor
- Reading the room

