

# **Erin Swan**

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## **SUMMARY**

- Experience in customer service, management, SEO and SEM, content strategy and creation, editing, and paralegal services.
- Excellent customer service skills, highly organized and focused multi-tasking.
- Implementing new organizational programs, training programs, fulfillment processes, and customer service techniques.
- Highly developed written and oral communication skills.
- Excels at working in both team settings and individual work with little supervision.
- Easily able to adapt to changing situations, including working in high-pressure, high-stress environments.
- Intimately familiar with SEO strategies, including the latest Google updates, particularly as they pertain to content creation and distribution.

## **AREAS OF EXPERTISE**

- Training new hires on customer service, organization, content fulfillment, SEO and grammar standards, and use of appropriate technology.
- Organizing work flows, special projects, and meeting schedules.
- Monitoring daily projects, team deadlines, work item assignments, and team productivity.
- Working on tight deadlines, regularly finishing ahead of schedule.
- Developing strategies for creation and distribution of SEO-friendly content.

## **EXPERIENCE**

*eFileCabinet, Inc., Lehi, Utah, July 2015 to May 2016*

### **Marketing Copywriter / SEO Content Manager**

- Created a variety of marketing content, including landing pages, sales emails, blog posts, infographics, slideshows, whitepapers, and e-books.
- Managed work created by freelancers.
- Managed SEO strategy, particularly in building in-bound links for the website.
- Conducted research into high-profile topics to create relevant blog posts that could be shared via social media.

*OrangeSoda, Inc., American Fork, Utah, September 2012 to July 2015*

### **Senior Content Editor / Team Lead**

- Managed a small in-house content team, as well as remote management over a large team of nearly 100 contract writers.
- Managed day-to-day duties of time-off requests, performance warnings, and other administrative tasks.
- Pulled daily numbers and reports to monitor workflow and deadlines.
- Oversaw distribution of high-priority work items and special projects to ensure high-

quality content.

- Trained in-house hires and contract writers on SEO best practices and *Chicago Manual of Style*.
- Coordinated with account managers to create content strategies for clients.
- Held daily meetings to keep team up-to-date on projects and changes.
- Performed weekly productivity reviews to ensure all team members are meeting expectations.
- Organized team-building activities to help create a positive work environment.
- Handled work item issues quickly and efficiently.
- Worked with outsourced companies, managing in-flow and out-flow of work items, including communications regarding work items not up to standards.

### **Content Editor**

- Edited blogs and websites for basic grammar and SEO standards.
- Managed 25 contract writers—answered questions, provided training and feedback, etc.
- Communicated with account managers to ensure accurate fulfillment of work items.
- Received regular training to stay up-to-date on SEO standards and strategies.

### **Key Results**

- Achieved **0% error rate** on client websites for 6 months.
- **Developed fulfillment processes** to minimize turnaround time and increase quality of work.
- Recognized as having the **most productive team in the company**.
- **Created new product for company** to expand clientele and increase sales.

*Danielson Law Group, Draper, Utah 2011 to 2012*

### **Processor**

- Negotiated loan modification terms with lenders.
- Handled over a hundred files, making phone calls to both clients and banks on a weekly basis.
- Postponed sale dates on tight deadlines.
- Gathered documents for bank review, and organized packets of documentation and finances.
- Consistently provided exceptional customer service and exceeded daily call goals.
- Trained new processors in company guidelines and procedures, as well as skills to maximize personal productivity.

### **Key Results**

- Achieved **100% customer satisfaction** with my clients, receiving many written testimonials of exceptional customer service and outstanding results.
- **Changed customer service techniques** to avoid possible legal liability for firm.
- **Implemented new organization techniques** to increase employee productivity through time management and multi-tasking.

*Provo Daily Herald, Provo, Utah, May-August 2011*

## **Copyeditor**

- Edited content and created layout designs for pages throughout the newspaper.
- Worked with strict deadlines every day.
- Made last-minute changes to layout and articles for late-breaking stories.
- Selected stories to be included in the paper.

## **Key Results**

- **Never missed a deadline** for my assigned section.

## **EDUCATION AND TRAINING**

- **Bachelor of Arts, Brigham Young University at Provo**, Graduated April 2011 (GPA: 3.58) Major: English. Minor: Editing. Completed 92.5 hours of course work. Includes an emphasis in style guides and style sheets as well as editing for Global English. Intimately familiar with the Chicago Manual of Style, as well as AP style. Experience with design and layout, including Adobe InDesign.
- **Editorial Intern, Pelican Publishing**, June-August 2010. Did both substantive editing and copyediting for manuscripts in several genres (fiction, nonfiction, children's, cookbooks), working with the rest of the editing staff. Participated in weekly editorial meetings and sales conferences. Included time in other departments, working in all aspects of the publishing industry, from researching sales to writing promotional materials.
- **SEO Certification, OrangeSoda**. Received continuing education regarding Google updates, SEO strategies, best practices, and white-hat SEO techniques. Included training on Google algorithm changes and new products that coincide with these changes.

## **ADDITIONAL SKILLS**

- Extensive computer skills, including: Adobe InDesign, CS4 and CS5; PhotoShop; Microsoft Word; Microsoft Works Word Processor; Pages; Excel; Keynote; PowerPoint; Dream Weaver; Spread Sheet; QuickBooks; ESC; and Sugar operating systems. I also have experience with HTML coding and web design.
- In-depth knowledge of SEO standards and strategies
- Substantive editing and copyediting
- Layout design
- Customer relations and conflict resolution
- Organization and productivity analysis
- New hire training
- Team leadership and team building