

# ERINN M. FELTES

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## EDUCATION

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### University of Wisconsin - Madison (GPA 3.7)

05/2019

- **Bachelor of Arts:** Communication Arts
- **Minors:** Digital Studies, Graphic Design, Video Production

## WORK EXPERIENCE

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### Marketing Coordinator

04/2020 – Present

*Strang Inc. – Madison, WI*

- Write copy for Strang's social media, website, blog, and proposals.
- Format and design digital marketing content for social media graphics, proposals, presentations, and Strang website.
- Editor-in-chief of *SyncMagazine*, a quarterly eZine on industry topics.
- Administer email marketing campaigns and company newsletter. Manage email marketing lists and measure email performance.
- Strategize, develop, and manage CRM database. Research marketing trends and interpret social media and CRM analytics.
- Manage and maintain Strang website. Update site copy and content.
- Lead proposal development and strategy meetings. Manage proposal to interview pipeline process.

### Freelance Video Editor

12/2019 – Present

*Penguin Random House (PRH) – Remote*

- Use Adobe Premiere Pro, After Effects, and Photoshop to edit videos for children's YouTube channel *Brightly Storytime*.
- Create children's content that is entertaining and engaging yet accessible and easy-to-follow.

### Script Reader

12/2019 – 06/2020

*BlueCate Screenplay Competition – Remote*

- Read features, pilots, and short television and film scripts and provided insightful written feedback.
- Maintained the balance between providing a constructive versus an overly critical assessment.

### Literary Intern

12/2019 – 03/2020

*Ladderbird Literary Agency – Boston, MA*

- Critically read and evaluated queries and manuscripts and provided written recommendations.
- Researched potential editors and agencies for submissions and co-agenting opportunities.

### Video Strategy & Distribution Intern

06/2019 - 08/2019

*Penguin Random House (PRH) - New York City, NY*

- Maintained and updated content and metadata for *PRH*, *Brightly Storytime*, and *Read It Forward* YouTube channels.
- Designed video thumbnails, edited videos for Youtube and social media, and wrote copy for various PRH social media accounts.
- Researched and analyzed video and social media trends and provided written reports.
- Assisted on shoots with a variety of tasks including setting up lighting, operating the teleprompter, and arranging sets.

### Archival Intern

02/2018 – 04/2018

*Four Corners Film & Photography Centre – London, UK*

- Scanned and cataloged documents, transcribed interviews, and researched copyright data for the *Four Corners Archive Project*.
- Managed front of office and gallery reception area and assisted permanent staff in various archival and office tasks as needed.
- Supervised set up and operation of art gallery and historical exhibitions.

## SKILLS

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- **Design:** Adobe Creative Cloud Suite (Photoshop, Illustrator, & InDesign), WordPress
- **Video:** Premiere Pro, After Effects, DSLR Photography & Film
- **Programming:** HTML, CSS
- **Communications:** Microsoft Office (Word, Powerpoint, Outlook, Excel), Microsoft Dynamics 365, Youtube, Constant Contact

## AWARDS & PUBLICATIONS

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- **Awards:** Communication Arts Showcase Nominee 2015, 2016, 2019
- **Publications:** Poem in *Illumination Magazine* 2018