

ERINN M. FELTES

Madison, WI 53703 | 608.606.9679 | erinmfeltes@gmail.com | erinmfeltes.com

EDUCATION

University of Wisconsin - Madison (GPA 3.7) 05/2019
Bachelor of Arts: Communication Arts
Minor: Digital Studies, Graphic Design, and Video Production

WORK EXPERIENCE

Marketing Coordinator 04/2020 – Present

Strang Inc. – Madison, WI

- Plan and implement marketing campaigns across email, social media, and web platforms.
- Design and write web, email, advertisements, and social media content that aligns with branding and marketing goals. This includes:
 - Writing copy for Strang website, blog posts, social media channels, proposals, and client presentations.
 - Designing promotional materials such as graphics for e-blasts, social media, newsletters, proposals, and presentations.
- Lead proposal development meetings and coordinate marketing strategy for new business efforts from strategy to final presentation.
- Serve as Editor-in-Chief of Strang's SyncMagazine, a quarterly industry publication, managing all editorial planning, content creation, and digital distribution.
- Develop and implement digital content strategy, leveraging SEO, metadata, and analytics to optimize visibility and engagement.
- Manage and maintain digital assets and marketing databases, including contact lists and CRM system.
- Assist with coordination and logistics of event marketing, conferences, and trade shows.

Freelance Video Editor 12/2019 – 04/2023

Penguin Random House (PRH)

- Created and edited engaging video content for PRH's *Brightly Storytime* YouTube channel, using Adobe Premiere Pro, After Effects, and Photoshop.

Script Reader 12/2019 – 06/2020

BlueCate Screenplay Competition – Remote

- Evaluated manuscript submissions and provided detailed editorial feedback.
- Reviewed queries and pitches. Identified marketing strategy and conducted comp title research and metadata optimization to enhance submission strategy and online discoverability.
- Researched potential editors and agencies for submissions and co-agenting opportunities.
- Analyzed market trends and supported digital content planning for literary promotions.

Literary Intern 12/2019 – 03/2020

Ladderbird Literary Agency – Boston, MA

- Evaluated manuscript submissions and provided detailed editorial feedback.
- Reviewed queries and pitches. Identified strategy and conducted comp title research for submissions.
- 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

- Managed and updated content and metadata for PRH Brightly Storytime and Read It Forward channels.
- Created digital assets including video thumbnails and social media copy; conducted campaign performance research and reporting.

Archival Intern

02/2018 – 04/2018

Four Corners Film & Photography Centre – London, UK

- Supported archival work, including scanning, cataloging, and transcribing historical materials and researched copyright data for the *Four Corners Archive Project*.
- Managed front-of-house operations for gallery exhibitions and provided administrative support.

SKILLS

- **Marketing & Publicity:** Campaign Strategy & Coordination, Content Creation, Database & Digital Asset Management, Email Marketing, SEO, Analytics & Reporting
- **Communications:** Google Workspace/G Suite (Docs, Sheets, Slides, Forms), Microsoft Office Suite (Word, PowerPoint, Outlook, Excel), Constant Contact
- **Design:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), WordPress
- **Video/Photo:** Premiere Pro, After Effects, DSLR Photography & Film, Open Asset
- **Technical:** HTML, CSS, Microsoft Dynamics 365
- **Platforms:** Publisher's Marketplace, Goodreads, YouTube, Facebook, Instagram, Twitter, TikTok

References available upon request.