

563 Lorimer St.  
Brooklyn, NY.11211

**Erin Strecker**  
ErinStrecker.Webs.com  
[Strecker.Erin@gmail.com](mailto:Strecker.Erin@gmail.com)

(847) 271-6503  
Twitter: @ErinStrecker

## Relevant Work Experience:

### **Billboard**

August 2015-Present

Associate Editor, Digital

- Run news coverage for website for 4 hours each day
- Edit stories from staff and freelancers for publication
- Brainstorm and execute larger content packages for site
- Write daily news posts resulting in year-over-year growth in excess of 100%
- Assist and coordinate with social media team to grow digital footprint (ranked No. 1 U.S. brand on Twitter in Q3 of 2015)
- Lead coverage on various award shows, including 2015 Video Music Awards, resulting in 60% year-over-year traffic growth for that event
- Podcast with co-workers weekly
- Execute and star in videos

July 2014-August 2015

Correspondent, Digital

- Wrote approximately 5 blog posts daily covering news, song premieres, and reported stories
- Conducted interviews
- Assisted daily with management and execution of social media strategy

### **Entertainment Weekly**

April 2012-July 2014

Web Writer

- Pitched and wrote multiple blog posts daily for EW.com about movies, television, and pop culture
- Wrote television recaps on shows such as *Glee*, *The Mindy Project*, and *Saturday Night Live*
- Co-hosted weekly SiriusXM radio show discussing latest news in movies, awards season, television, and more
- Created various blog rubrics that increased traffic, particularly on social media
- Conducted interviews with actors and behind-the-scenes players for online reported stories and Q&As
- Covered red-carpet events such as the 2013 Tony Awards as well as various movie premieres
- Contributed on-the-scene reports on everything from *Twilight's* midnight release to the scene outside Justin Bieber's *Saturday Night Live* appearance
- Executed and appeared in video shoots
- Assisted with social media strategy

September 2011-January 2012

Editorial Intern

- Wrote and reported stories for various sections of the magazine
- Pitched and wrote daily blog posts for EW.com
- Assisted editors with research and reporting

### **MTV**

January 2012-May 2012

Freelance Writer

- Covered events for MTV.com
- Wrote television recaps for MTV's Hollywood Crush blog

### **The Knot**

June '10-August '10

Web Intern

- Curated the "community" section of TheKnot.com, including updating content and populating homepage vertical
- Blogged weekly about my favorite wedding ideas for TheKnot.com
- Researched upcoming story ideas for both print and online
- Wrote copy for different channel homepages to be more SEO friendly

## Education:

Drake University  
B.A. Journalism, minor in Sociology

Des Moines, IA.  
Graduated: May 2011