

# Erin Nordhof

[LinkedIn](#) • [Portfolio](#)

## Profile

San Diego-based freelance writer with four years of experience creating SEO-based content for businesses in various industries, such as education, entertainment, research publications, and real estate.

## Skills

- Journalism • Blogger • Copywriting • SEO Copywriting • Microsoft Office
- Google Suite • Writing • Editing • Web Content Writing • Research •

## Freelance and Contract Experience

Magnit @ Meta

*Data Label Analyst II (Contractor)* Jul. 2024 - Present

- Audit annotators who review AI responses to users
- Review AI responses to ensure they are responding appropriately
- Align with third-party vendors on company writing standards

Kanbar Digital

*Content Writer* Jul. 2023 - Present

- Write outlines and blog posts using SEO principles
- Conduct landing page refreshes using SEO principles
- Perform product page refreshes
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Morpheus Media

*Content Specialist* Aug. 2022 - Present

- Manage client projects by finding creators for TikTok campaigns
- Write creative briefs
- Utilize project management tools such as Gantt charts and Google Sheets
- Create evergreen content for Morpheus Media

DennyWrites.com LLC

*Content Writer* Sept. 2022 - Sept. 2023

- Write 5-6 articles a week about real estate topics
- Utilize SEO best practices and keywords

Glasse Factory

*Contributor* Oct. 2022 - March 2023

- Review submissions through the Submithub platform
- Write 2-4 [articles](#) a week about new music releases from indie artists

*Journalism Intern* Mar. 2022 - Oct. 2022

- Wrote 2-4 [articles](#) a week about music industry-related news
- Edited 2-4 articles a week for my colleague

PaperScore

*Writer* Apr. 2022 - May 2022

- Researched and wrote the blog post [Bias In Research Publication](#)
- Edited blog posts for spelling, grammar, structure, and flow
- Incorporated client revisions

TeammateMe

*Writer* Mar. 2022 - Apr. 2022

- Wrote the blog post [The Best Places to Find Professional Partners and Teammates](#)
- Edited blog posts for spelling, grammar, structure, and flow
- Incorporated client revisions

Academic Learning Institute

*Writer* Mar 2019 - Dec 2021

- Wrote and researched [2-5 blog](#) posts a month for High School students pursuing higher education
- Pitched and researched ideas for blog topics

## Education

New York University

*Master of Science in Professional Writing* Aug. 2022

- Thesis: [A Helping Hand: Resources For Middle School Students Returning To In-Person Learning During The COVID-19 Pandemic](#)

University of Colorado Boulder

*Bachelor of Science in Business Administration Marketing* Dec. 2015

- Specialization in Marketing
- Certificate in Entrepreneurial Studies

## Course Projects For Masters

*Content Creation*

Book Banning Infographic- *Document and Design*

Short-Form Book Podcasts- *Media Production for Professional Writers*

Education Information Podcast Episode- *Media Production for Professional Writers*

*Research Writing*

Research Paper on the impact of COVID-19 on Middle School Students- *Writing for Social Science and Research*

*Marketing Campaigns and Written Pieces*

PR Release- *Business and Organizational Writing*

Nestle and Roasty Coffee Partnership- *Writing for Digital Spaces*

*Website Design*

Career Choice Website Proposal and Prototype- *Principles of Information Architecture*