

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 - April. 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*