

# ERIN MCEWEN

## Experience

### PROOFREADER/ COORDINATOR

RICHMOND TIMES-DISPATCH | RICHMOND, VA | JULY 2019- PRESENT

Acted as a consultant to private parties and funeral homes submitting obituaries to ensure that the notices were of a professional quality.

- *Proofread notices to ensure correct grammar, accuracy and adherence to AP style formatting guidelines.*
- *Acted as a creative consultant with clients to help craft impactful and grammatically sound obituaries.*
- *Reviewed pages before the paper went to print to ensure no detail had been overlooked and all notices were accounted for.*

### NATURE'S MARKETPLACE ASSOCIATE

WEGMANS | MIDLOTHIAN, VA | MARCH 2016- DECEMBER 2020

Performed a wide range of day-to-day operational duties at a natural market within a family owned grocer.

- *Acted as an educational resource on over 2,000 natural product SKUs.*
- *Boosted brand awareness for featured items, increasing sales for promoted brands.*
- *Maintained purchase orders to ensure maximum efficiency balancing supply and demand to lower warehouse costs.*

### COMMUNICATIONS CONSULTANT

EMBRACE | RICHMOND, VA | SEPTEMBER 2018- DECEMBER 2019

Ideated and executed promotional video content to boost awareness and fund-raising for a non-profit organization.

- *Created video content for a social media campaign that boosted engagement by over 250%.*
- *Devised a promotion concept and calendar to increase awareness for fundraising events.*
- *Streamlined video production by utilizing existing content paired with high-quality footage.*

## Education

Virginia Commonwealth University

2016-2019

### Bachelor of Science

Communications (Broadcast Journalism)

#### Minor

Political Science

History

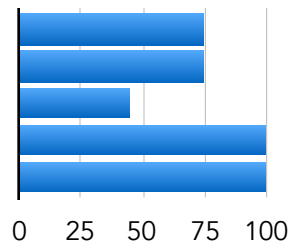
GPA: 4.0

### Awards and Accolades

- Dean's List
- Kappa Tau Alpha- Top Scholar
- Essay on Native Advertising published in VCU's focused inquiry textbook.

## Skills

Adobe Audition  
Adobe Premiere  
Adobe Photoshop  
Office Suite  
Google Suite



## About

Naturally curious and creative, I've combined my skills as a video producer and my education in broadcast journalism to deliver high-quality content that is thoroughly researched and always engaging. I enjoy synthesizing complex ideas into easily digestible and informative packages. I have a keen eye for detail and I learn new skills quickly.