

ERIN FEIGER

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RELEVANT PROFESSIONAL EXPERIENCE

Writer & Editor / The Cool Down | April 2023 – Present

- Conduct research, follow style guidelines, and adopt company voice in order to write SEO-optimized climate content that's relatable, accessible, actionable, and fun
- Edit articles by other writers for typos, accuracy, and adherence to company voice and style guidelines

Freelance Writer & Editor / Various | 2016 – Present

- **WriterGirl**
 - Collaborate with project managers on a multitude of projects and write strategic, quality, customized content and marketing/sales communications exclusively for healthcare organizations
 - Manage and conduct SME interviews and research topics for the completion of writing projects
- **Script Consultant**
 - Provide feedback on all aspects of scripts based on deep industry knowledge to ready them for sale
- **Shopper Advocate/InStyle Tips**
 - Pitched, researched, and wrote engaging copy for articles on a wide range of subjects; edited copy based on supervisor's feedback in quick turn-around periods

Writer & Script Developer / Jorgensen Pictures | 2015 – Present

- Write screenplays from the head producer's concepts and research for premises, including existing IP
- Create episode bibles, incorporating strong visuals into pitch decks to accompany my writing and sell the script
- Deliver pitch documents, proofread all documents, and provide detailed script coverage

Promo Writer & Producer / Pocket FM | Feb 2022-Feb 2023

- Conceptualized and developed innovative promos for both the new and existing Content Library that drove thousands of new users to the app
- Analyzed ad-performance data and participated in ongoing discussions with internal team members in order to gain knowledge on user behavior, define key objectives, and optimize scripts to achieve growth
- Supervised promo production for the testing phase including providing feedback on voice-overs, sound design, and visuals; made edits to increase watcher retention
- Wrote and collaborated with editors to create two of the top-performing promo videos in the U.S. market

Writer / Imagine Impact 2 (Ron Howard and Brian Grazer) | 2019

- Winner of studio's script contest; worked under Doug Ellin to prepare an original project for sale
- Pitched project to 100+ industry executives gaining management representation and multiple sales meetings

ADDITIONAL EXPERIENCE

Trainer/Server Captain, Private Member's Club / Soho House West Hollywood | 2013 – 2019

- Anticipated and responded to the needs of high-end clientele in a fast-paced environment, providing exceptional customer service
- Strategized with colleagues often, focusing on business development, sales, marketing, and membership goals

LANGUAGES & SKILLS

Conversational in Spanish
Verbal, Written & Interpersonal Communication
Pitches & Presentations
Chicago Manual of Style/AP Stylebook
SEO Copywriting/Web Content Writing/Blogging

Microsoft Suite & Final Draft
Strategic Marketing Communications
Concept Development
WordPress
Storytelling

EDUCATION

University of Southern California
MFA, Writing for Screen and Television

Western Washington University
BA, English (Creative Writing)