

Erik David Even

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PROFILE

Digital Producer, websites, email marketing, social media marketing

Editor-in-Chief, news, entertainment, marketing, e-commerce, and blog websites

Writer, marketing, business communications, SEO, public relations, journalism

Web Design & Production, Adobe Creative Suite & Experience Manager

EDUCATION

Bachelor of Arts

University of California Los Angeles | Westwood, CA

SKILLS

Adobe Creative Suite 6

Web Analytics

Print & Digital Layout

Responsys

WordPress

Community Management

Photo Editing

Spredfast

Web Design/HTML

Reputation Management

Inbound Marketing

Adobe Experience Manager

EXPERIENCE

Westfield Corporation | Century City, CA

Web Producer

9/14 – Present. Website content management and marketing support for 32 shopping center marketing teams across the United States; production of website content in Adobe Experience Manager, email campaigns in Responsys; social media support in Spredfast; provide training and digital support for center marketers; copyediting of inbound marketing blog content; development of strategies to meet digital marketing KPIs.

Goldco Precious Metals | Tarzana, CA

Editor-in-Chief; Marketing & Content Manager

9/13 – 8/14. Editor-in-chief of daily news and opinion website; oversaw staff of five writers. Wrote, designed, and published print, email, and web marketing materials for three financial services brands; advised CEO on marketing initiatives.

Metabolic Institute of America | Tarzana, CA

Marketing Director

5/12 – 9/13. Created and directed web, print, mass email, and social media campaigns to promote clinical studies and medical congresses.

Interscope/Geffen/A&M Records | Santa Monica, CA

Digital Content & Product Manager

5/10 – 1/11. Copy writing and editorial oversight for artist websites managed by Universal Music Group/IGA; community management; artist Twitter and Facebook initiatives; QA (quality assurance) for site development team.

Zoic Studios | Culver City, CA

Internal Brand Manager

7/09 – 5/10. Creator and editor-in-chief of visual effects industry blog and community site; researched, edited, and wrote feature articles and blog posts; created editorial graphics; managed live promotional events.

Employment Crossing | Pasadena, CA

Lead Copywriter

8/08 – 7/09. Researched, edited, and wrote news and blog posts for professional legal employment blog; created editorial graphics; daily scripts for online video content.

Professional Interactive Entertainment, Inc. | Santa Monica, CA

Head Writer/Senior Editor

9/05 – 3/08. Wrote and edited news and features for network of websites; managed permanent staff of on-site writers and remote freelancers; social media evangelist; community management; wrote content for and appeared in weekly webcast; traveled internationally to cover events and conventions; appeared representing company on broadcast television programs.

Self-Employed | Northridge, CA

Assistant Editor/Copy Editor

11/01 – 9/03. Copy editing, research, and test bank writing for McGraw-Hill print publishing projects.

Norm Marshall & Associates | Sun Valley, CA

Web Producer

10/98 – 11/01. Designed, built, and maintained web presence for entertainment marketing agency; managed graphics arts department; produced print marketing materials and promotional packages for clients.

WEBSITES

erikdavideven.info | Curriculum Vitæ & Writing Samples