

ERIN MCGUINNESS

WRITER | EDITOR

EDUCATION

KEAN UNIVERSITY

BACHELOR OF ARTS IN
COMMUNICATION,
CONCENTRATION ON JOURNALISM

UNIVERSITY OF ARKANSAS:

2016-2018

AWARDS

KEAN POETRY PRIZE

FIRST PLACE AWARD RECIPIENT
APRIL 2019

DEAN'S LIST

(4 SEMESTERS)

NEW JERSEY CPA

FIRST PLACE STUDENT NEWSPAPER
2019-2020

ADDITIONAL PUBLICATIONS

- nj.com
- NJ Advance Media
- Arkansas Public Media
- The Razorback Reporter

RELEVANT COURSEWORK

News Reporting, Advanced News Reporting,
Public Affairs Reporting, Feature Writing,
Data Journalism, Photojournalism, Video
Production, Public Relations.

SKILLS

Feature writing, News reporting, Multimedia
reporting, Social media strategy, Web
content development, AP Style, Copywriting,
Copyediting, Project management,
Communication skills, Public speaking.

RELEVANT EXPERIENCE

EDITOR

LOVE SQUAD | MAY 2020-PRESENT

After serving as a writing intern and elevating written content across all social platforms, I was promoted to Editor. I manage Love Squad's blog as well as all email content to ensure a strong voice and quality writing.

WRITER

INTERNSHIP | JAN 2020 - MAY 2020

As an intern, I expressed an interest in elevating the article section on Love Squad's website. I interviewed women in business, reviewed products, and wrote original content weekly. In addition, I wrote weekly newsletters for an audience of 7,000 subscribers on topics regarding wellness, mental health, and business.

NEWS EDITOR

THE TOWER | AUGUST 2019 - JAN 2020

I established an increase in online content between monthly print publications by pushing a quicker turn-around on stories. This modernized the publication and increased readership. I assigned news stories to a team of 6-10 reporters and edited for style and content.

STAFF REPORTER

JAN 2019-AUGUST 2019

I covered news on the Kean University campus and throughout the Union, New Jersey community.

LIFESTYLE EDITOR

THE ARKANSAS TRAVELER | MAY 2017 - MAY 2018

I managed the Lifestyle section of this publication through a period of transitioning from a dated Features section. Through my established changes, entertainment, wellness, profile, and feature stories increased in readership and online clicks. I researched and assigned stories to a team of twelve reporters and edited for style and content while managing the design of weekly print publication.

STAFF REPORTER

AUGUST 2016-MAY 2017

I covered news and features on the University of Arkansas campus, as well as throughout the community in Northwest Arkansas.

SOCIAL MEDIA MARKETING MANAGER

BAHRS LANDING RESTAURANT | APR 2018 - PRESENT

As a waitress for this restaurant, I noticed a need for a quality social media presence and took initiative. I curate and create original content, including graphics and photos, for Instagram and Facebook. Social media presence under my management has caused an increase in business during the company's off-season. I create content calendars, manage communication, and write weekly newsletters for an audience of 7,000 subscribers.

THREAD AT YALE UNIVERSITY FELLOWSHIP RECIPIENT

JUNE 2017

I was admitted to the competitive multimedia journalism program at Yale University, where I workshoped my piece "Students Stand with Standing Rock" with a team of seasoned professionals. In addition, I learned from pillars in the journalism world, such as Jill Abramson and leaders from This American Life.

LEADERSHIP

VICE PRESIDENT

SOCIETY OF PROFESSIONAL JOURNALISTS, KEAN
UNIVERSITY CHAPTER

OFFICER

SOCIETY OF PROFESSIONAL JOURNALISTS, UNIVERSITY
OF ARKANSAS CHAPTER