

# ERIN DAILEY

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## Summary

Digital Product & Project Director with expertise in a wide range of subjects and brands, content & product development, content management systems & publishing platforms, and designing & building branded websites and products.

## Accomplishments & Experience

**Rua Consulting** – New York, NY  
**Consultant**

August 2011 – Present

Collaborate with businesses to determine digital needs. Provide guidance and detailed recommendations for websites and digital products, including content plans, designs and functional technical requirements. Current projects include:

- Barefoot Contessa website rebuild
- Diamond Group website rebuild
- Consumer Clips product recommendations and site implementation
- HGTV.com mobile content
- Daily Candy content analysis
- Rock and Roll Arts Academy website build and marketing

**Hearst Digital Media** – New York, NY  
**Director, Projects & Standards**

August 2009 – August 2011

Oversaw all website projects and products, including full-scale site builds, site redesigns, brand-specific product implementations and mobile applications.

- Responsible for the conception and implementation of the network-wide Platform Neutral Website Project – involving the re-architecture of the websites to display on any platform and any mobile device, focusing on HTML5 and jQuery for output
- Acted as main point of content for mobile development team, helping to deliver website content direct to mobile applications and integrating mobile products seamlessly into the sites
- Developed and maintained standards documentation for editorial, project management, business analysis and product development
- Re-engineered workflow and process for entire group, including Editorial, Technology, and Sales & Marketing, increasing efficiencies and scalability
- Assisted in the development of mobile applications for the magazine websites, conceiving of content packages and technical initiatives
- Acted as main editorial representative for proprietary CMS, traveling to various internal and external companies in order to communicate functionality to editors and gather requirements for platform improvements

**Hearst Digital Media** – New York, NY  
**Managing Editor**

July 2008 – August 2009

Managed editorial and technical aspects of the Hearst Magazine Web Network, consisting of 16 magazine and 2 pure-play websites.

- Created editorial standards for all digital content, including copy, images, SEO and ad units
- Streamlined inter-departmental workflows by working closely with Editorial, Marketing, Development and Production
- Oversaw build of *Veranda* website, launching in 90 days and increasing site traffic by 223%
- Developed network content packages for mobile applications and syndication partners

- Developed a print-to-web content workflow that delivered content directly to mobile platforms and devices such as Zinio, Nook and Kindle.
- Acted as main conduit between editorial and technology departments
- Improved monthly magazine content conversion workflow, decreasing time-to-publish from 2-3 weeks to 2-5 days per brand

**House Beautiful Magazine** – New York, NY

November 2006 – July 2008

**Senior Web Editor**

Responsible for all digital content and initiatives on the *House Beautiful* website, converting and optimizing monthly print content while producing original web-only story features.

- Managed new site build, including offsite asset migration, providing design and development guidance to the front-end development team
- Oversaw local and offshore resources editing and optimizing migrated content
- Conceived of content migration plan and mapping documents that became the standard for future site migrations
- Newly launched site increased subscriptions by 487%
- Redesigned and re-launched updated version of website two months after initial launch, increasing back-end workflow productivity and overall site usability

**Skirt! Magazine** – Charleston, SC

June 2004 – November 2006

**Digital Product & Media Manager**

Edited, produced and managed websites for six locations in the Southeast.

- Converted monthly magazine print content to digital
- Wrote and produced web-original stories and features
- Responsible for escalating digital business from one market to six within one year
- Created and maintained graphics and layouts
- Wrote and produced weekly HTML newsletters and monthly email campaigns
- Streamlined print-to-web content conversion process, reducing production time from three weeks to one week for all locations

**Digitas** – Chicago, IL

April 2003 – May 2004

**Copywriter**

Lead copywriter for major digital accounts including Best Buy, Grainger and Allstate.

**iLeo/Leo Burnett** – Chicago, IL

March 2002 – October 2002

**Copywriter & Digital Content Editor**

Responsible for researching, writing and editing over 300 military job descriptions for the GoArmy.com and AMEDD websites.

**Television Without Pity** – Chicago, IL

July 2000 – June 2008

**Online Columnist**

Wrote amusingly detailed editorial pieces summarizing popular television shows such as *Heroes*, *Alias*, *Grosse Pointe*, *The Agency*

**OurHouse.com** – Evanston, IL

October 1999 – July 2001

**Writer, Designer & Producer**

Conceived, wrote, designed and produced e-commerce web pages and HTML newsletter promotional campaigns surrounding featured products.

- Wrote and produced revenue-driving editorial pieces for the marketing group featuring select products and services
- Managed “Food & Recipes” channel of website, writing and editing product copy for over 2,000 culinary products, as well as producing weekly features that coordinated recipes with select culinary products

### Other Experience

**Adjunct Professor**, SCPS, New York University – New York, NY  
**Featured Author**, BenBella Books – Dallas, TX

September 2009 – December 2009  
July 2008 – August 2009

### Skills

Adobe Creative Suite (Photoshop, InDesign, Dreamweaver), MS Office Suite (Word, Excel, PowerPoint, Outlook, Access), MS Visio, MS Project, CMS installation and customization (WordPress, Drupal, Joomla), HTML5, CSS3, tablet and mobile devices, proficient on both Mac and PC.

### Education

**DePaul University** – The Theatre School – Chicago, IL

Bachelor of Fine Arts, 1992