

ERIN M. GALLAGHER, PHD

COMMUNICATIONS SPECIALIST

COPY DIRECTOR | WRITER | FORMER EDUCATOR



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 New York City

 www.erinmgallagher.com

PROFILE

A versatile, accomplished writer with a sharp editing eye, I know how to play with voice, craft engaging copy, and use language to achieve a desired effect. Along with my strategy and marketing experience, my experience in education has shaped me into a diplomatic, compassionate human who is level-headed and highly organized.

EDUCATION

PHD, ENGLISH

St. John's University

2011 - 2016

MPHIL, IRISH LITERATURE

Trinity College Dublin

2007 - 2009

MA, SECONDARY EDUCATION

CUNY Brooklyn College

2003 - 2005

BA, ENGLISH

University of California, Berkeley

1999 - 2003

EXPERIENCE

ASSOCIATE COPY DIRECTOR

That's Nice, LLC

2023 - Present

In addition to Senior Marketing Copywriter duties:

- **manage a team** of copywriters both in-person and freelance
- responsible for hiring and employee performance evaluations
- conduct daily check-ins with team to ensure writers **meet deadlines**
- coordinate with Account Management team to assign new projects and **streamline workflow**

SENIOR MARKETING COPYWRITER

That's Nice, LLC

2022 - 2023

- write, edit & proofread marketing copy for digital, print, trade show, video & advertising projects
- **develop brand strategy** & messaging campaigns, from inception to launch
- interpret client needs & integrate internal and client feedback into project evolution
- partner & **collaborate with key stakeholders** across all areas

SKILLS

- Editing & proofreading
- Outcome-based thinking
- **Cool under pressure**
- Agile, accomplished, writer
- **Deadline-oriented**
- Diplomatic, straight-forward & kind
- Lover of plans, lists & organizational systems
- Multi-project management

INTERESTS

- Mindfulness & EFT
- Running
- A good cup of tea
- Anything dystopian
- Exploring the hidden gems of NYC
- The perfect slice of pizza
- Social justice & equity
- **Life-long learning**
- Progressive education

PLATFORMS

- Canva
- Teamwork & Monday.com
- Wordpress & Wix
- Instagram, Facebook, LinkedIn
- Google Suite
- Adobe Suite
- Microsoft Office Suite

EXPERIENCE, CONT.

FREELANCE JOURNALIST

Various Publications

2000 - 2022

- pitched, researched, wrote, **edited**, and revised articles
- hard news, features, lifestyle, music news, concert & album reviews
- MindBodyGreen (2021), GreenShoeLace.com (2010), Analogue Music Dublin (2008-2009), CMJ New Music Monthly (2007-2008), New York Daily News (2001), The Daily Californian (2000-2002)

ADJUNCT PROFESSOR OF ENGLISH & COMMUNICATIONS

Various Institutions

2010 - 2022

- designed and taught a variety of writing, literature, public speaking, and communications courses to a **highly diverse population** of learners
- navigated multiple online platforms and learning management systems, teaching online and in-person
- Berkeley College (2010-2022), St. John's University (2011 - 2021), American Public University (2010-2015)

TEACHER OF ENGLISH, GRADES 6-12

Various Schools

2003 - 2021

- designed & implemented curriculum for writing, literature & communications courses for a broad spectrum of learners
- communicated to a variety of audiences with **clarity**
- **nurtured relationships** with variety of stakeholders
- leadership roles: Admissions Committee, Assembly Coordinator, Advisory Coordinator, Curriculum Chair
- Lycée Français de New York (2016-2021), Stevens Cooperative School (2013-2015), NYC Department of Education (2003-2007)

Writing samples can be found at: www.erinmgallagher.com