



PROFESSIONAL HISTORY

Senior Marketing Copywriter | That's Nice

2022 - present

- 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

Journalist / Contributing Writer

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)

- pitch, research, write, edit, and revise articles
- genres: hard news, features, lifestyle, music news, concert & album reviews

Adjunct Professor of English & Communications

Berkeley College (2010-2022), St. John's University (2011-2021), American Public University (2010-2015)

- design & implement curriculum for writing, literature & communications courses for a broad spectrum of learners
- communicate to a variety of audiences with clarity
- navigate multiple online platforms and learning management systems, teaching online and in-person

Teacher of English, Grades 6-12

NYC Department of Education (2003-2007), Stevens Cooperative School (2013-2015), Lycée Français de New York (2016-2021)

- design & implement curriculum for writing, literature & communications courses for a broad spectrum of learners
- communicate to a variety of audiences with clarity
- nurture relationships with variety of stakeholders
- leadership roles: Admissions Committee, Assembly Coordinator, Advisory Coordinator, Curriculum Chair

EDUCATION

PhD in English | St. John's University 2016

MPhil in Anglo-Irish Literature | Trinity College Dublin 2009

MA in Secondary Education | CUNY Brooklyn College 2005

BA in English | University of California, Berkeley 2003

ERIN M. GALLAGHER

COPYWRITER

CREATIVE HUMAN

PHD

CONTACT INFORMATION

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- www.erinmgallagher.com
- @emgwritingthings

SKILLS & TRAITS

- Outcome based thinker
- Cool under pressure
- Diplomatic, straightforward & kind
- Deadline-oriented
- Lover of plans, lists & organizational systems

INTERESTS

- Running
- Mindfulness & self development
- A good cup of tea
- Anything dystopian
- The perfect slice of pizza
- Walking around New York City