

Erik Neilson

Content Writer & Strategy Consultant // Portland, Maine

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I have spent the past 13 years producing measurable results for businesses, agencies and print/digital media outlets across the country as a freelance content writer and strategy consultant. My work spans a wide range of spaces and disciplines, from managing editorial responsibilities for print publications to providing blogging, copywriting, and content strategy services to clients in the tech, finance, legal, and healthcare industries.

Presently, I am looking to build new contract relationships with companies and organizations that align with my values of honest, clear communication, and a constant drive to produce quality work.

Skills & Abilities

Copywriting • Blogging • SEO Content Marketing & Strategy • Social Media Marketing • Newsletters • Press Releases • Features • Editing

Please visit erikneilson.com/work to view my portfolio.

Recent Career Highlights

Mattermost Inc. (San Francisco, CA)

Nov 2020 — Jun 2021

Interim Content Manager & Consultant

- Planned and developed editorial calendar for Mattermost, a self-hostable chat alternative to Slack and Microsoft Teams.
- Worked closely with product managers and editorial team to create a cohesive strategy for deploying communications.
- Assumed responsibilities of on-leave Content Manager, leading a team of 6+ contributors.

Cimmaron Software Inc. (San Diego, CA)

Jul 2018 — Oct 2020

Content Management Specialist

- Produced multi-tiered email content marketing campaigns and video scripts for mortgage industry professionals.
- Developed monthly eNewsletters for clients and referral partners.
- Performed HTML/CSS updates to templates within a proprietary content management system.

ConvenientMD Inc. (Portsmouth, NH)

Sep 2017 — Apr 2020

Copywriter

- Developed blogs, press releases, print collateral and web pages for leading provider of urgent care services.
- Increased awareness and educated potential customers about the brand's core values and differentiating.
- Planned and managed content calendars via internal CMS.

Path Interactive Inc. (New York, NY)

Apr 2017 — Nov 2019

Copywriter

- Developed effective copy/content for paid search, SEO, digital media and creative projects for Fortune 500 companies.
- Created SEO-focused landing pages and services pages for clients in tech, real estate and insurance spaces.
- Performed keyword research and organized campaigns for effective copy deployment.

One World Communications Inc. (San Francisco, CA)

Oct 2016 — Dec 2019

Copywriter

- Established bi-weekly newsletter editorial calendar for a notable U.S. government humanitarian aid program.
- Researched developing technologies, programs and advancements in the field of maternal health.
- Effectively communicated emerging problems and solutions in global health to donors, program partners and innovators.

Additional Work Experience

Contributing Food & Drink Writer, Portland Phoenix (Portland, ME) 2014-2019 • *Content Management Specialist, Energy Circle, LLC* (Yarmouth, ME) 2014-2017 • *Copywriter, Axero Solutions, LLC* (San Diego, CA) 2013-2016 • *Legal Blogger, Avvo Inc.* (Seattle, WA) 2013-2015 • *Financial Blogger, AD60 Inc.* (Brooklyn, NY) 2013-2014 • *Small Business Blogger, Funding Gates Corp.* 2013-2014 • *Contributing Journalist, Angel Publishing* (Baltimore, MD) 2012-2013 • *Copywriter, James Ross Advertising & Interactive* (Pompano Beach, FL) 2012-2013 • *Ghostwriter, KLA Group, LLC* (Centennial, CO) 2012-2013 • *Public Relations Specialist, United E-Commerce, LLC* (San Francisco, CA) 2010-2012 • *Operations Manager, McClain Marketing & Interactive* (Portland, ME) 2008-2010

Education

University of Vermont (Burlington, VT)

Sep 2004 — May 2008

Bachelor of Arts, Sociology