

ERICA BEIMESCHE

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SENIOR EDITOR

Meticulous senior editor with experience in content creation, team management, and editorial strategy. Adept at overseeing editorial teams, collaborating with cross-functional departments, and ensuring high-quality content that adheres to SEO and style guidelines. Known for fostering talent, streamlining editorial processes, and delivering engaging, shareable content. Proven track record in managing complex projects from concept to completion, with expertise in team leadership, content optimization, and client engagement. Girl Scout Gold Award recipient.

AREAS OF EXPERTISE

Copy Editing | Writing | Proofreading | Cross-Functional Collaboration | Project Management | Content Strategy
Attention to Detail | Process Improvement | Content Quality Assurance | Workflow Optimization

PROFESSIONAL EXPERIENCE

Footlighters, Inc. | Newport, KY

August 2020 – present

Newsletter Editor

August 2020 – present

Collate, edit, and distribute email newsletter via Mailchimp to 1,300 subscribers; act as general proofreader for nonprofit theater organization.

- Won 9 2025 OCTA state awards for newsletter, including Outstanding in Layout, Writing, & Overall Quality.
- Proof emails, press releases, brochures, social media, and programs for accuracy and style.
- Created editorial style guide; organized internal drive of files for easier sharing and accessibility.

Program Designer

January 2025 – present

Gather and edit information; design 24- to 28-page layouts via Adobe InDesign; format for print.

- Won 2025 ACT Cincinnati Orchid Award for Excellence in Program for *Dirty Rotten Scoundrels*.
- Collaborate with production team to collect text, ads, and images; ensure copy is error-free; coordinate with printer; create QR code for digital program access.

U.S. News & World Report | Cincinnati, OH

March 2023 – December 2024

Senior Editor, Home Services, 360 Reviews

Directly managed 4 editors; created content plans; edited ratings, reviews, and guides for publication on [usnews.com/360-reviews](https://www.usnews.com/360-reviews); acted as lead editor for solar beat.

- Developed and shared subject matter expertise in home security, home warranty, internet service providers, cell phone plans, moving companies, medical alert systems, HVAC, solar, hearing aids, and senior services.
- Collaborated with cross-functional teams in SEO, Research, Product, Lifecycle, Design, and Production to improve page quality and performance, implement custom graphics, and launch email series.
- Hired dozens of freelance writers and expert reviewers, plus one in-house editor; created training guides and managed style guide documentation to preserve processes and institutional knowledge.
- Launched two new ratings categories; improved team communication and overall speed of ratings launches.
- Implemented new buyers' guide page type; determined formatting and editorial standards.
- Trained team members in new AI-assisted outlining/briefing tool, new freelancer payroll and contracting software (Wingspan and Ironclad), new project management software (Airtable), and CMS (Brightspot).

Vivial | Cincinnati, OH

March 2019 – March 2023

Managing Editor

April 2020 – March 2023

Directly managed 5 editors; ensured hundreds of clients in various industries had engaging, well-written, shareable content that boosted their online presence.

- Trained editors, checked quality of posts, provided feedback to writers and editors, and met team metrics.
- Optimized SEO practices and collaborated with account managers to direct content strategy.
- Completed Leadership Development Program.

Content Editor

March 2019 – April 2020

Proofread and edited blog posts for hundreds of small and midsize clients across industries.

- Improved posts' SEO scores and SERP rankings; adhered to AP Stylebook; edited for punctuation, grammar, style, syntax, accuracy, keywords, and tone.
- Provided thorough, constructive feedback to a stable of 50+ freelance writers.
- Exceeded daily KPI goals and became a top-performing editor; improved client satisfaction and retention.

Barefoot Proximity | Cincinnati, OH

May 2017 – March 2019

Junior Copywriter

Concepted high-level ideas across ExxonMobil lines of business; delivered accurate and compelling creative.

- Wrote copy, collaborated with designers, presented concepts, and processed client feedback.
- Deliverables included email, newsletters, display banners, webpages, brochures, trade show booths, gas station on-site advertisements, videos, storyboards, and sell sheets.
- Directed voiceover artists on audio ads.

Theatre/Practice, the Online Journal of the MATC | Columbus, OH

August 2015 – June 2018

Assistant Editor

Coordinated submissions and edited 4 issues for publication on theatrepractice.us.

- Read, tracked, assessed for inclusion, edited, and formatted essay and play submissions using CMOS.
- Drafted and edited emails and agreements with writers; transcribed keynote addresses from the conference.
- Gathered and evaluated peer reviews, requested revision from authors, and implemented feedback.
- Updated appearance of website for improved aesthetic and legibility using HTML; obtained ISSN.

Cleveland Play House | Cleveland, OH

August 2016 – May 2017

Marketing Apprentice

Wrote and proofed copy for playbill spreads and inserts, email blasts, postcards, press releases, social media posts, website content, flyers, letters, newsletters, and other collateral.

- Wrote and implemented marketing plan for Case Western Reserve University/Cleveland Play House MFA Acting Program's *Clybourne Park*; produced interview video of the cast (250+ views).
- Greeted media attendees on opening press night and distributed press kits and tickets.
- Updated, organized, and entered data into budget tracker.
- Tracked analytics and adjusted strategy across social media platforms.
- Facilitated front-of-house lobby experience: engaged with patrons, answered questions, assisted with iPad interactions.

Creative Spot | Columbus, OH

August 2015 – December 2015

Copywriting Intern

Wrote advertisements, adapted style and tone for each client; ensured copy was creative, clear, concise, and correct.

- Wrote copy for 10 clients, including newsletters, postcards, sales flyers, press releases, direct mail, radio spots, blog posts, tweets, Facebook content, and letters.

EDUCATION**Bachelor of Arts, B.A., Theatre****Bachelor of Arts, B.A., English, Minor in Professional Writing**

The Ohio State University, Columbus, OH