

ERICA BEIMESCHE

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PROFESSIONAL EXPERIENCE

Footlighters, Inc. | Newport, KY

August 2020 – present

Newsletter Editor and Program Designer

- Collate, edit, and distribute email newsletter via Mailchimp to 1,300 subscribers; won 9 2025 OCTA state awards.
- Gather and edit program information; design 24- to 28-page layout via Adobe InDesign; format for print; create QR code for digital program access; won 2025 ACT Cincinnati Orchid Award for Excellence in Program.

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

March 2023 – December 2024

Senior Editor, Home Services, 360 Reviews

- Directly managed and trained 4 editors; hired freelance writers and expert reviewers; created content plans and training guides; edited ratings, reviews, and guides; acted as lead editor for solar beat; maintained style guide.
- Collaborated with cross-functional teams to launch two new ratings categories, improve page quality and performance, implement custom graphics, and launch new email series.

Vivial | Cincinnati, OH

March 2019 – March 2023

Managing Editor

April 2020 – March 2023

- Directly managed and trained 5 editors; checked quality of posts for clients across industries; provided feedback to editors; met or exceeded team metrics; optimized SEO practices to improve SERP rank.

Content Editor

March 2019 – April 2020

- Proofread and edited blog posts for hundreds of clients across industries; improved SEO scores and SERP rankings; adhered to AP Stylebook; provided 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; wrote accurate and compelling copy; collaborated with designers; directed voiceover artists; presented concepts; processed client feedback.

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

August 2015 – June 2018

Assistant Editor

- Read, tracked, assessed, edited using CMOS, and formatted essay and play submissions for 4 volumes; drafted writer agreements; gathered and evaluated peer reviews; implemented feedback; transcribed keynote addresses.
- Improved appearance of website using HTML; obtained ISSN.

Cleveland Play House | Cleveland, OH

August 2016 – May 2017

Marketing Apprentice

- Wrote and proofed copy for playbills, emails, press releases, social media, and other collateral; distributed press kits; organized budget tracker; tracked analytics and adjusted strategy across social media platforms.
- Wrote and implemented marketing plan for MFA Acting Program's *Clybourne Park*; produced video (250+ views).

Creative Spot | Columbus, OH

August 2015 – December 2015

Copywriting Intern

- Wrote and polished creative, clear, concise, and correct ad copy; adapted style and tone for 10 clients.

EDUCATION

Bachelor of Arts, Theatre

Bachelor of Arts, English, Minor in Professional Writing

The Ohio State University, Columbus, OH