

Lee Elkins

CONTACT

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WORK EXPERIENCE

HVN

February 2022 — Present

Marketing & Editorial Operations Lead

- Help manage editorial workflow and project completion at a dynamic travel tech startup.
- Provide copywriting and editorial support for brand and product initiatives.
- Create and edit property listings and provide support to scale best practices, editorial standards and data integrity across the platform.
- Refine internal/external communication and data tracking initiatives for existing and prospective supply, demand and vendor partnerships.
- Research, compile and communicate destination content to equip trip designers and travelers with insightful tips, selling points and contextual knowledge.

RWS Moravia

2018 — 2021

Freelance Content Writer

- Created hotel and restaurant content for a leading international high-tech company using a CMS.
- Researched hotels and restaurants worldwide using authority websites and client-approved sources.
- Crafted headlines, overviews and descriptions for digital publication.
- Adhered to stringent word usage and style guidelines as outlined by the client.
- Copy edited all writing to meet character count and desired voice of the client.

Elidah

2019 — 2021

Freelance Content Writer

- Pitched and researched topics for medical device website.
- Created articles according to company's conversational voice, SEO criteria and word count.
- Noted all references for medical statistics and data presented in articles.
- Copy edited, consolidated and proofread existing content.

Priceline.com

2012 — 2018

Freelance Travel Content Writer

- Researched worldwide properties by scouring hotel brand websites and contacting hotels directly.
- Composed detailed descriptions while using brand voice, SEO best practices and specified criteria.
- Created content specific to online package modules in Hawaii, Mexico and Las Vegas markets, including entertainment and restaurant venues.
- Reviewed and incorporated recent customer quotes.
- Uploaded content using client's CMS.

5 Minutes for Mom

February 2012 — November 2012

Freelance Food Columnist

- Pitched, created and photographed food columns.
- Wrote, edited and uploaded columns, complete with word art.

Patch.com

2010 — 2012

Freelance Writer and Columnist

- Pitched content ideas for feature writing.
- Wrote regional travel articles, community profiles and new business features using a CMS.
- Created, photographed and wrote food articles with recipes and local food experiences.
- Managed website and social media updates as guest editor.

Patch.com 2010 — 2011

Freelance Copy Editor

- Edited national business directory content on weekly deadlines.
- Formatted listings for style and grammar.

Patch.com 2009 — 2010

Community Listings Collector

- Interviewed local business owners, and photographed business properties.
- Composed business descriptions, and uploaded listings and location photos.

Foodie Plus 4 2009 — 2012

Food Blogger

<https://foodieplus4.wordpress.com/>

Williams & Wilkins 1994 — 1999

Associate Managing Editor/Freelance Development Editor

- Corresponded with authors to develop content.
- Created and executed editorial schedule.
- Organized and edited content, and managed freelance copy editors and vendors.
- Freelancer (after an out-of-state move): worked with managing editor to develop and copy edit raw manuscript, including formatting and coding files for style.

SKILLS

- CMS
- WordPress
- SEO (Yoast, Rank Math)
- Slack
- Airtable
- Google Suite
- Loom
- Facebook, Instagram, Twitter
- MS Word, Excel
- AP Style
- Chicago Manual of Style

EDUCATION

University of Richmond

BA in English and Journalism

ONLINE WRITING SAMPLES

Link to writing samples:

<https://alethaelkins.com/>