Christopher Erle

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Career History

**Freelance Journalist**

(June 2016-April 2017)

Working both with QVegas and Borgen Project

**Edelman Atlanta – Copywriter**

(September 2013-April 2014)

working as primary creative copywriter with all practices (health, corporate, consumer, and digital) to produce original ideas and content used in large-scale campaigns, SEO content and planning, creative content strategy, conceptual guidance, incorporating SEO into digital/social channels, public relations, marketing collateral, audiovisual content, broadcast scripts, presentation decks, white papers, and bylines and digital advertising as well as the editing of content by others   
  
photography for both client-owned content and internal company use  
  
Clients included: Georgia Pacific (Dixie, Quilted Northern, Brawny, Angel Soft), Papa John’s, Sandvik Mining, Nestle, Juice Plus+, Laser Spine Institute, mBlox, GAP International, and Arby’s

Most Significant Accomplishment: Serving as a core conceptual leader and creative writer on a small team responsible for winning business from the entirety of Nestle USA after competing with other highly successful and prominent global advertising and PR firms for the account

**The Search Source**

(February 2011-July 2013)

Writing SEO content for businesses, some of which had existing websites and others that needed websites constructed for them—research-intensive position involving acquisition of large amounts of information and steady processing of said information to generate copy, SEO words, and long-term content strategies

**Freelance Writer**

(April 2004-Present)

website content for pages and ecommerce platforms, product data (include reports of product efficacy and ingredient/component details), SEO blogs and website copy, print collateral, video scripts, research, proposals, correspondence, social media writing and presentation decks

**Wonder Soil - Content and Communications Coordinator**

(July 2012-June 2013)

Creation and implementation of collateral (often in the form of specialized books and catalogs containing efficacy data, specific chemical data for ingredients, NPK ratings, botanical and horticultural studies, etc.) as well as creating and implementing advertisements, press releases, design of tradeshow banners and flyers, letters/correspondences, video and slideshow editing, design/composition of presentation materials to investors and high-end customers

Created efficacy reports, proposals, and coordinated a meeting between the City of Las Vegas and Wondersoil to arrange for the company’s product to be used citywide in public parks and fields resulting in $50,000 of purchases to date with a potential $300,000 to be spent by the end of 2013

**NV Business Services/Mitchanne LLC**

(January 2010-December 2010)

Writing business plans approximately 35 pages in length based on data provided by small-to-medium sized businesses and converting those plans into slideshow presentations—research-intensive writing that involved looking up information about the industry pertaining to each business plan as well as researching the nature and specifications of the product/service itself

**Freaks! At O’Shea’s on the Las Vegas Strip**

(January 2009-December 2009)

Wrote scenes with the cast for the show’s vignettes, assisted in the design of the billboard on Las Vegas Boulevard, composed and recorded music for the show and the show’s promotional video, assisted in arranging the concept for the promotional video

I also worked in the show as a contortionist and suspensions at the end of the show.

**College of Southern Nevada**

(March 2007-May 2009)

Tutor at the College of Southern Nevada in English literature, writing, essay construction, and editing

Educational Background

Bachelor of Arts degree from the University of Nevada, Las Vegas, majoring in English with a certificate in technical writing (Graduated May 2012)

Additional Experience

* I was 16 when I was done with high school and went to college
* Completed one year of courses in digital and film photography(including Photoshop and design)
* Over 15 years of study and practice in music, recording techniques, and composition, primarily as a pianist and double bassist
* Composed, recorded, and edited music for performers in Las Vegas, for example the internationally experienced contortionist Stephanie Castellone (as seen on “The Gong Show” and “America’s Got Talent”) and Swing Shift Side Show for their “Alive and Deadly” tour and performances for The Amazing Jonathan Show
* Composed music for “Freaks” promotional video and parts of the show
* Composed the score for a traditional Japanese puppetry production of *Sadako and the* *Thousand Paper Cranes* for The Atomic Testing Museum, performed on August 7, 2010