

erin ryan

WORK EXPERIENCE

SENIOR COPYWRITER, HELVETICKA

| MARCH 2025 - PRESENT

Craft copy for a regional powerhouse in strategic storytelling and visual communications. Projects range from branding and ad campaigns to website builds and academic exhibits, requiring intensive research and interpretive skills as well as close collaboration with clients and creative partners. Manage blogs and social media for the firm and its charitable arm.

FREELANCE WRITER & EDITOR

| 2002 - PRESENT

Write features for outlets ranging from Travel + Leisure to Noisy/VICE to Organic Gardening. Provide creative services to diverse clients, including copywriting and ghostwriting, technical and conceptual editing, and brand-identity work. Bring books to life with authors, agents and publishers. The latest is Matt Broussard's Now We're Cooking (Simon Element, 2026), named one of summer's best cookbooks by Forbes and given a starred review by Library Journal.

EDITOR-IN-CHIEF, THE SUNDAY

| MAY 2016 - NOV 2017

Led a talented team in producing the news magazine of the Pulitzer-winning Las Vegas Sun, with a focus on one-on-one development of stories with a large staff and stable of freelancers. Managed financial and editorial budgets, working with designers, photographers, ad reps and company leaders to strategically raise the young magazine's profile and revenue opportunities. Set readership records and helped bring in awards for excellence and community impact.

MANAGING EDITOR, LAS VEGAS WEEKLY

| NOV 2014 - MAY 2016

Helped plan and produce the market-leading weekly and its EPPY-winning website. Took point on the annual Outdoor Issue, Fashion Issue and Love & Sex Issue. Spearheaded cover story development, mentored junior reporters and contributed content across the book.

STAFF WRITER & TEAM EDITOR, LAS VEGAS WEEKLY

| APRIL 2011 - NOV 2014

Wrote about everything from education and politics to food and music, while editing copy for style and accuracy. Created award-winning column Lowball Diary. Helped host the magazine's show on public radio.

COMMUNICATIONS SPECIALIST, BOISE STATE UNIVERSITY

| SEPT 2008 - APRIL 2011

Covered the arts, humanities, sciences and engineering for internal and external university publications. Pitched and wrangled local and national media, producing over 30 percent of all releases coming out of the communications office. Researched and wrote scripts for the university president's radio show.

FEATURES REPORTER, IDAHO STATESMAN

| JULY 2007 - SEPT 2008

Wrote for Southern Idaho's newspaper of record, including niche products and life, local and special sections. Promoted content on local TV news.

STAFF WRITER, THRIVE

| OCT 2005 - JULY 2007

Helped reinvent a failing weekly magazine, which won top honors from the state press club within a year. Created award-winning column And She Was.

STAFF WRITER & COPY EDITOR, BOISE WEEKLY

| OCT 2002 - OCT 2005

Wrote and edited copy for all sections. Managed special sections and contests.

CONTACT

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**SPOKANE-BASED
& OPEN TO TRAVEL**

TECH

Adobe InCopy & InDesign,
WordPress, Microsoft 365,
Google Workspace, Zoom

EDUCATION

BA in English, 2002

University of Puget Sound

Cum Laude, Phi Beta Kappa,
Phi Kappa Phi, Coolidge Otis
Chapman Honors Scholar

AWARDS

NEVADA PRESS ASSOCIATION

- #1 Explanatory Journalism (2019)
- #1 Special Section (editor/contributor) (2018)
- #1 General Excellence (editor/contributor) (2017)
- #1 Entertainment Writing (2015)
- #3 Local Column (2015)
- #3 Feature Story (2015)
- #1 Nonstaff Story (2014)
- #2 Explanatory Journalism (2014)
- #2 Nonstaff Story (2013)
- #2 Online Writing (2013)
- #2 Feature Story (2012)

SOCIETY OF PROFESSIONAL JOURNALISTS

**Sigma Delta Chi Award
for Excellence**, Deadline
Reporting Non-Daily Pub.
(editor/contributor) (2017)

BEST OF THE WEST

- #2 A&E Writing (2015)

IDAHO PRESS CLUB

- #1 A&E Reporting (2007)
- #2 General Column (2007)
- #1 General Column (2006)
- #1 Special Section (2006)
- #2 Serious Feature Report (2006)
- #3 Rookie of the Year (2004)
- #3 Light Feature Report (2004)