

# ELIZABETH S. KOTIN

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310.880.2714

*Liz is an experienced content strategist, writer, and editor, highly skilled at creating compelling digital experiences. She combines a strong knowledge of user-focused content, content management systems, web analytics, product management, and social media with big picture thinking and a discerning attention to detail.*

## PROFESSIONAL EXPERIENCE

### **Associate Director, Content Strategy, VSA Partners**

Led content strategy and development efforts for core client engagements. Piloted new templates, content types, storytelling techniques, and methods of engagement. Rapidly developed and iterated products based on user feedback and core performance metrics. Communicated project goals, content strategy, enablement methods, and key outcomes to stakeholders. Closely collaborated with user experience, visual design, and technology in agile development teams. Shared product management responsibilities and earned certification as Certified Scrum Product Owner (CSPO).

April 2013–April 2014 | New York, NY

### **Managing Editor, Disney Interactive**

Served as editorial lead on award-winning site DisneyBaby.com. Developed content strategy, editorial plans, and core site messaging. Drove launch of site blog; oversaw editorial efforts for 20 bloggers, plus team of in-house and freelance editors and writers. Worked with agency partner, tech, and design teams to map site requirements, structure content management system, and develop site templates.

October 2011–December 2012 | New York, NY

### **Producer, Disney Interactive**

Managed editorial for multiple sections of Family.com, Disney's top-rated mom and family website. Optimized editorial to capitalize on SEO recommendations, drive traffic, and maximize user engagement. Assigned and edited freelance stories, managed budget. Contributing writer to site. Worked with ad sales team to leverage compelling product offerings. Led editorial charge on \$9 million partnership with Eli Lilly.

September 2009–October 2011 | North Hollywood, CA

### **Senior Editor, LimeLife**

Helped launch web and mobile sites featuring women's lifestyle content. Produced daily web and mobile content for multiple channels under tight deadlines, using extensive trend-tracking and research to craft timely, search-responsive stories. Managed junior staff and interns. Generated marketing and company messaging.

May 2008–April 2009 | Menlo Park, CA

### **Writing Instructor, Emerson College**

Developed curriculum for composition and research writing courses. Led classroom instruction, discussion, and writing activities. Established evaluation standards for student writing and overall course performance.

September 2006–May 2007 | Boston, MA

## EDUCATION

### **Emerson College**

Master of Fine Arts in Creative Writing

### **University of California Los Angeles**

Bachelor of Arts in Communication Studies

*Honors: Phi Beta Kappa, Magna Cum Laude*

## SELECTED PUBLICATIONS

*Los Angeles Magazine*  
*The Contra Costa Times*  
*Redivider*  
*My College Guide*  
LimeLife.com  
Family.com