

Erin Bogar

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📞 415.500.5741 📍 720 Jones St. San Francisco, CA

WORK EXPERIENCE

Chief Storyteller • New Story Charity, San Francisco, CA 11/15 - present

+ Volunteer content creator writing family bios to raise funds for homes and sustainable communities

Trainer Network Manager • GAIN Fitness, San Francisco, CA 5/14 - 11/15

+ Content creation and editing for marketing campaigns, GAIN Fitness websites, and mobile apps

+ Recruitment & management of 80 trainers in 6 cities, ensuring optimal customer experience

+ Creation of policies & procedures for operations, strategic growth, and customer service

Travel Writer & Editor • Freelance 6/12 - present

+ AFAR.com Tokyo Destination Page Curator

+ “Shop the Globe: Tokyo.” Kate Spade Shopping Guide. AFAR.com, 2014

+ “Travel Kyoto.” 4300 word Inspirational Destination Guide. AFAR.com, 2014

+ “Travel Tokyo.” 4100 word Inspirational Destination Guide. AFAR.com, 2013

+ “B + E: See the World.” www.blaineanderin.com. 5,000+ monthly views. 2012 - present

Founder • SOAZ Wellness, Denver, CO 8/13 - 5/14

+ Creation a platform to connect personal trainers and clients on demand

+ Recruitment of trainers, creation of website prototype, market research

+ Building a marketing plan and strategizing company development and growth

Personal Trainer • Denver Athletic Club, Denver / Club 360, Tokyo 2008 - 2013

+ NASM certified personal trainer with certification in TRX suspension training

+ Creation of partnerships with local businesses and editing copy for website & marketing materials

+ Custom training specializing in injury rehabilitation, sports performance, and functional strength

+ Highest selling trainer at Denver Athletic Club, a club of 4,000 members & \$500,000 annual revenue

SKILL SET

Operations Management

Content Creation

Copy Editing

Content Auditing

Sales

User Experience Testing

EDUCATION

BA in Integrative Physiology • University of Colorado, Boulder 2003 - 2007

BA in Spanish Literature & Language • University of Colorado, Boulder 2003 - 2007

Fundamentals in Travel Writing • MatadorU Travel Journalism 2014