

# Erika Owen

Marketing Expert  
& Creative Human

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## EDUCATION

### Drake University

- BA, Magazine Journalism
  - BA, International Relations
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## STRENGTHS

- Team building and management
  - 360-degree marketing campaign ideation
  - Social platform launches
  - Goal setting
  - Content distribution strategies
  - Email marketing
  - SEO
  - Data analysis
  - Campaign presentations
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## WRITING & MORE

### I'VE ALSO WORKED HERE

- Teen Vogue
- Condé Nast Traveler
- TripAdvisor
- Core77
- Martha Stewart Living
- Fast Company
- Nicole Lenzen Designs

### AND REMEMBER WHEN I SAID I WRITE A LOT?

- Vogue, Travel + Leisure
- Departures
- GQ
- Thrillist
- TIME
- Condé Nast Traveler
- Clever
- AFAR

### ...THAT INCLUDES BOOKS:

- *The Art of Flaneuring*
- *Lawbreaking Ladies*
- *Fodors Essential Guide to Iceland*

## CONTACT

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## ABOUT ME

For 10+ years, my work has focused on developing marketing campaigns and editorial strategies for top publications, while crafting award-winning content packages and writing (a lot). I thrive leading collaborative teams where each person feels wholly empowered to share their best work.

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## EXPERIENCE

February 2022 - present

- **Marketing + Editorial Expert**

Erika Owen, Consultant

Highlights: GQ Home Awards (project lead) and Gift Guide Quiz (writer/editor): Allure (audience development lead); Foundry 360 Executive Editor (Marriott, Capital One, and Lowe's campaigns).

January 2019 - February 2022

- **Global Director, Aud Dev + Social**

Architectural Digest

Launched AD PRO membership; organized global merger of nine markets; ideated global campaigns and organized international editorial launches; worked with the sales team on client pitches; created thematic newsletters for each market, led monthly insights meetings; crafted editorial strategies for all markets based on top-performing content; managed global social teams.

June 2017 - January 2019

- **Assoc. Director, Aud Dev**

Bon Appétit + Epicurious

Revived brands' newsletter strategies; guided the editorial calendar, led audience acquisition efforts; planned brand events; launched newsletter programs for Healthyish, Basically, and Small Plates.

April 2015 - June 2017

- **Senior Audience Engagement Editor**

Travel + Leisure

Developed team pitching guidelines; led daily editorial meetings, crafted news coverage strategy; grew the digital audience by more than 200%; led the company-wide Instagram task force; pitched and consistently wrote top-performing content, managed illustrators and photo editors working on thematic editorial packages; kicked off the brand's social video efforts.