Erica J. Hobbs

EXPERIENCE

Detroit News, Rural Innovation Exchange, DAC Magazine and others Detroit, Michigan, USA

Freelance Journalist *April 2021-present*

- Detroit News: Cover arts and culture news, including event previews, feature stories, season announcements, event roundups and breaking news
- DAC Magazine: Write stories related to the Detroit Athletic Club, including Detroit history and arts
- Rural Innovation Exchange: Report on programs, trends, feature stories and new businesses in rural communities across Michigan
- Sample articles:
    - Former Marine finds hope through art
    - Detroit native releases memoir on writing for 'The Golden Girls, 'Roseanne' and 'Gilmore Girls'
    - Preparing for disaster: Community Foundation of St. Clair County creates fund for catastrophes
    - Michigan Vaccine Program educates residents and shares accurate information about vaccination
    - Restore with an encore: Community theaters rebound from a pre-pandemic plot twist

Weigandt Communications, Crimson, Idea39, Your People Detroit, Michigan, USA

Freelance Public Relations Professional *February 2021-present*

- Place news stories for clients in education, non-profits, engineering, manufacturing, advocacy and consumer products
- Work with leadership on communications strategies
- Write press releases, pitches, bylined articles and other content
- Support media relations at events

Michigan Opera Theatre (now Detroit Opera) Detroit, Michigan, USA

Communications Manager *October 2016-February 2021*

- Worked with senior management to create and implement PR strategies that drove ticket sales, donations and increased community engagement and awareness
- Identified and constructed tailored pitch angles to national, local and trade media, placing regular stories in news outlets including the Detroit Free Press, Detroit News, WDET, WDIV, OperaWire and Opera News, among others
- Managed social media platforms, including Facebook, Twitter and Instagram
- Edited Bravo Magazine program books creating, commissioning, managing and copyediting content
- Wrote blog and website content that educated and engaged viewers on upcoming performances and MOT news
- Curated, wrote and edited monthly Bravissimo e-newsletter, working with department leaders to share pertinent company news with stakeholders and patrons

Airfoil Group Royal Oak, Michigan, USA

Senior Account Executive *July 2013-October 2016*

- Conducted media relations for business to business and business to consumer clients with interests ranging from automotive to marketing to consumer tech
- Supervised agency intern, including facilitating workload, managing skill development and overall mentoring

- Led public relations work for the Adcraft Club of Detroit including media relations, social media and day-to-day team management contributing to a 19% increase in club membership
- Wrote engaging pitches, press releases, contributed articles and blogs for clients
- Managed social media for Airfoil marketing team across platforms including Twitter, Facebook and LinkedIn
- Created and maintained strong media relationships across local, national and industry trade outlets
- Supported up to seven accounts simultaneously, using excellent multitasking and time management skills to balance vigorous workloads

Reuters, AnnArbor.com, Mode Shift Metro Detroit/Ann Arbor, Michigan, USA

Freelance Journalist *November 2012-July 2013*

- Covered breaking news, features and general assignments in Metro Detroit for Reuters' Detroit office
- Wrote on community events and general assignments for AnnArbor.com
- Reported on issues promoting community building, non-motorized transportation and health for Mode Shift

Canning Communications Detroit, Michigan, USA

Communications Specialist *March 2013-July 2013*

- Wrote media kits including press releases, program profiles, fact sheets and FAQs for non-profit organizations
- Followed media to monitor clients' public exposure
- Created website content

UCSI Group/UCSI University* Kuala Lumpur, Malaysia

Manager, Group Corporate Affairs *July 2010-September 2011*

- Developed and implemented media strategies for UCSI Group, including UCSI University and 20 subsidiary companies
- Led major PR campaign to promote UCSI Group's $370 million investment in two national initiatives aimed at developing Malaysia's tourism and healthcare industries
- Created all written and spoken material for University Vice Chancellor, including speeches, forewords and written comments
- Collaborated with local media to publicize UCSI Group news, including writing press releases, pitching stories, taking photographs and organizing press conferences
- Edited written materials for UCSI Group, including messages from Group Chairman and University Vice Chancellor
- Produced promotional materials, including profiles, brochures, website content and advertisements
- Emceed ceremonies and press conferences

AnnArbor.com Ann Arbor, Michigan, USA

Freelance Writer *July 2009-June 2010*

- Covered weekend events and general assignments for Ann Arbor's largest news bureau
- Wrote human interest, crime and government stories
- Photographed newsmakers and events for publication

Production Assistant *December 2009-June 2010*

- Posted news stories online using Movable Type software
- Assisted news room staff with story research

101.9 WDET, Detroit Public Radio Detroit, Michigan, USA

News Intern *May 2009-February 2010*

- Reported on state and local news for Metro Detroit's National Public Radio member station
- Hosted live radio program *Weekend Edition*
- Voiced news spots and feature length stories for local edition of *All Things Considered*
- Attended press conferences and interviewed newsmakers live and by phone

- Recorded on digital and analog equipment; edited sound bites using ENCO software

The Hillsdale Daily News Hillsdale, Michigan, USA

Staff Writer *April 2008-April 2009*

- Reported on the city of Hillsdale, six townships, two villages, and the education beat
- Wrote on issues including education, politics, the economy, and human interest stories
- Produced three stories daily under tight deadlines
- Developed story, package, and centerpiece ideas
- Planned and created photographs to accompany stories
- Assisted with page proofing
- Used Associated Press writing style

The Daily Reporter Coldwater, Michigan, USA

News Intern *February-March 2008*

- Reported on local events
- Shadowed reporters to learn techniques and gain experience
- Internship led to full-time position at the *Hillsdale Daily News*

BUNAC Work in Britain Program London, England

Secretary, Accounts Assistant, Recruitment Administrator *June-December 2007*

- Used Microsoft Office to organize and process payments
- Assisted interviewing job candidates
- Answered phones and responded to customer enquiries
- Provided general assistance to a team of 10

SKILLS

- Fluent in Italian
- Proficient in Microsoft Office
- Proficient in WordPress and Movable Type content management systems
- Certified yoga instructor

EDUCATION

University of Michigan, College of Literature, Science, and the Arts Ann Arbor, Michigan, USA

Bachelor of Arts in English and Italian, December 2006 *September 2002-December 2006*

- Studied at the University of Padua, 2004-05, Padua, Italy

** October 2011 – August 2012 was spent traveling Asia, including India, China, Vietnam, Cambodia, Thailand, Malaysia, Singapore, Indonesia, Nepal, Laos and Myanmar. The documentation of the trip can be found on my travel blog at www.ericainwonderland.com, which was selected as the GoAbroad.com "Blog of the Week."*