

## Erin Sherbert

1729 8<sup>th</sup> Street  
Oakland, CA, 94607  
415.865.0197  
bluenote94@gmail.com  
<https://www.linkedin.com/in/erinsherbert>

---

### Education

**University of Texas**, Austin, Texas (2000)  
B.A. in Journalism, minor in English

---

### Experience

#### **Senior Manager, Content Marketing, Salesforce**

*San Francisco, California, August 2016 – present*

Manage a team of 6 high-performing content marketers, analysts, bloggers, and designers who produce e-books, blog posts, and interactive content for the corporate marketing team; Work closely with stakeholders across the company to craft content with a strong voice and tone that will elevate brand awareness and generate Marketing pipe; Consistently use data to measure results of content and inform new results-driven strategies. Grew our interactive program into lead generating content.

#### **Content Marketing Manager, Salesforce**

*San Francisco, California, May 2015 – August 2016*

Writer/editor and project manager for all e-books, which doubled in pipeline from \$50M to \$100M during my tenure; Launched interactive e-books, a new content format, to drive brand awareness while increasing engagement and conversions.

#### **Director of Online News, SF Weekly**

*San Francisco, California, December 2010 – May 2015*

Branded the voice of the flagship blog at *SF Weekly*, "The Snitch." Wrote, edited, and curated daily stories with a mix of news and entertainment content for a Bay Area audience; Wrote headlines with an emphasis on SEO and managed the blog's social media sites, including Facebook and Twitter; Used Google Analytics to measure content traffic; Managed and edited freelancers, reporters, and interns who contributed to the blog, which had 18,000 daily pageviews; Oversaw design and launch of the new website for *sfweekly.com* and managed the migration to the paper's new content management system, including staff training.

#### **City Hall/Business Reporter, San Francisco Examiner**

*San Francisco, California, January 2010 – December 2010*

Covered Mayor Gavin Newsom, producing daily news stories analyzing legislation and policy, including San Francisco's Sanctuary City ordinance and health care reform; Followed campaign finance for the lieutenant governor's race; Covered business issues and trends, including the local impacts of the economic stimulus; Produced political items for Under the Dome, the news blog.

### **San Jose City Political Reporter/Blogger, *Metro Silicon Valley***

*San Jose, California, 2007 – 2009*

Wrote magazine-style cover stories and investigative news reports for Silicon Valley's alternative news weekly; Contributed daily content to "The Fly," the paper's political blog; Wrote about major policy issues affecting Silicon Valley's green technology and alternative energy industry; lead reporter on San Jose's controversial Little Saigon issue, which made international headlines.

### **City Hall Reporter, *Contra Costa Times***

*Walnut Creek, California, 2006 – 2007*

Covered East County politics and agricultural issues; produced a Sunday package with multi-media, narrating how county policies crippled Contra Costa County farmers economically.

### **Transportation Reporter, *The Stockton Record***

*Stockton, California 2004 – 2006*

Produced an award-winning Sunday package examining how long commutes have become a health hazard; Consistently wrote A-1 stories analyzing state and regional transportation issues and legislation, including the California High Speed Rail and Proposition 1B, the 2006 state transportation bond.

---

#### **Skills**

**Digital Media Skills:** Proficient in various content management systems as well as interactive platforms, including Foundation, Kapost, AEM, and Ion Interactive. Expert in various social media formats, including Twitter, Facebook, Instagram. Working knowledge of Photoshop, Chartbeat, Google Analytics, and Wordpress.

---

#### **Awards**

##### **California Newspaper Publishers Association 2006**

Second Place in Business Writing: "Chronic car fatigue."

##### **Peninsula Press Club 2002**

Second Place in News Writing: "Where have all the physicians gone?"

---

#### **References**

Available upon request