

Erika Kotite

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Highly skilled editor and writer with book, magazine and digital media experience. Strong knowledge of beauty, business, design, culinary, travel and lifestyle markets. Diverse portfolio includes entire website rewrites, blog posts, marketing materials and social media posts.

Professional Experience

Copywriting

Recent clients include ProMortgage Commercial, Sunbox Eyewear, Bobit Business Media

Author

She Sheds: A Room of Your Own (Cool Springs Press | Spring 2017)

Writer, researcher, photo acquisition and licensing for inspirational and DIY book about creating your own backyard sanctuary.



Owner, Kotite Media Group (www.kotitemediagroup.com)

March 30, 2008-present

Launched online culinary magazine and created content programs for food brands
Managed 20 direct reports while creating books for Walter Foster

- Founder, editor: toquemag.com
- Launched first food-only app awards
- Produce original video content, including “What’s for Dinner, America?” series
- Book editor and packager for Sterling and Walter Foster Publishing
- Digital media projects for Boston Market, Caesarstone, Digital Playspace, Keurig, Kretschmer Wheat Germ and Supervalu
- Published work in *Entrepreneur*, *Entrepreneur’s Ebay’s Startup Guide*, *SBA’s Small Business Success*, *Cottages & Bungalows*, *Family Fun*, *Family Vacation Critic*, *Food52*, *Orange Coast*

Editor, Beauty Group, Bobit Business Media

May 18, 2015-October 31, 2016

Top editor on two award-winning B2B beauty magazines (NAILS and VietSALON), as well as nailsmag.com, Nail Art Gallery tablet mag and app, and NAILS Next Top Nail Artist, an international competition. Responsible for overall direction of issues, managing a team of seven editors, and liaison with publisher for sponsored content and special projects. Was asked to take over when the previous editor left after 16 years.

Digital Community Specialist, Herbalife International

February 3, 2014-July 25, 2014

Six-month contract project to build out Herbalife's presence in nutrition, beauty and fitness channels. Content and communication for 2 million+ Facebook followers and 230,000 Twitter followers.

- Voice and content for international blog and video series
- Social media posting and management: Facebook, Twitter, Google+ and YouTube
- Infographic concepts and copy writing

Content Director, Closet Factory

February 11, 2013-January 31, 2014

Significantly increased online awareness and customer engagement for Closet Factory nationwide
Daily leads rose from 24 per day to 40 per day within two months

- Complete website rewrite
- Created company's first in-house video production studio
- Automated marketing campaigns
- Weekly blog content development and writing
- Social media posts and monitoring; trained franchise owners on social media and public relations efforts
- Interface with interior design and home improvement communities

Editor-in-Chief, Hybrid Mom Magazine, Hybrid Mom Consulting

May 2005-June 2009

Developed voice and content for *total180!* and *Hybrid Mom*, a new national alternative magazine for modern moms (company is now shopfunder.com)

- Secured high-visibility authors, entrepreneurs and writers to contribute to the magazine, including Joan Lunden, Julie Aigner Clark, Carnie Wilson, and Peggy Orenstein
- Ran all aspects of editorial production – theme planning, assignments, scheduling, dummyming, top edits and final proof
- Developed and directed large team of freelance contributors

Editor, Romantic Homes, Y-Visionary Publishing (now Beckett Media)

October 20, 2004-November 5, 2005

Revitalized publication by revamping staff structure and editorial direction

Managed 6 direct reports

- Identified opportunities for strategic editorial partnerships and special advertising sections
- Directed joint staff meetings
- Identified key news and trends within DIY and vintage interior design
- Planned all issue themes; scouted locations and produced house and project shoots

Editor, Victorian Homes

June 23, 1998-November 5, 2005

Brought in to run magazine when it was purchased from an east coast publisher

- Spearheaded major redesign
- Gained access to locations never before open to photography, including the Laura Ingalls Wilder sites in South Dakota and Doris Duke's mansion in Newport, Rhode Island
- Steered focus of magazine from history and lifestyle to dynamic mix of restoration and interior/landscape design

Senior Editor, *Entrepreneur*, Entrepreneur Media

February 1987-March 1995

Produced large variety of small business-related features and columns

- Managed team of 5 in-house writers
- Helped launch *Entrepreneurial Woman*, *Small Business Opportunities* and numerous one-shot publications. Writer for book *Entrepreneur's Guide to Starting a Homebased Business*
- Weekly guest for an ABC-affiliate radio program on small business topics
- Evaluated technical products and took on assignments related to consumer technology

Education

University of California at Los Angeles

Universite de Poitiers, Poitiers, France

Bachelor of Arts, English Literature

Education Abroad Program

Online Affiliations

www.toquemag.com

www.kotitemediagroup.com

Facebook

Twitter: @etkotite, @toquemag

Instagram: ekotite, shesheds_thebook

Pinterest

LinkedIn