

ERIN SORENSEN

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ABOUT ME

I'm a content creator and storyteller. I'm a sports reporter, as well as a freelancer who specializes in social media management, content creation, public relations and strategic communication, SEO and blogging.

EDUCATION

University of Nebraska-Lincoln

College of Journalism and Mass Communications

2006-2010

EXPERTISE

Writing and Reporting

Digital Marketing

Communication Skills

EXPERIENCE

Deputy Editor and Digital Marketing Strategist

July 2018 - Present

Hail Varsity

I oversee the daily operations of HailVarsity.com. This includes editing and proofreading content published to the website, writing content as needed and more. I also contribute to the magazine, both in editing/proofreading and providing content.

I am also a content creator, managing our social media accounts across various platforms. I've helped Hail Varsity grow to more than 200,000 followers across social channels.

Multimedia Sports Reporter

June 2017-July 2018

Cox Media Group

I was the primary Nebraska beat writer for Land of 10, a property of Cox Media Group. My role included daily stories from practice reports to features.

I also managed the Nebraska Twitter account for Land of 10, helping add more than 5,000 followers during my time with the company.

Online Editor and Director of Digital Marketing / Staff Writer

Sept. 2012-June 2017

Hail Varsity

I contributed to Hail Varsity magazine and the online platform, focusing primarily on football, men's basketball and volleyball. I also helped manage the social media accounts across various platforms.

Nebraska Lead Writer

Aug. 2013-Feb. 2015

Bleacher Report

I was the Nebraska Lead Writer for Bleacher Report's college football platform, helping launch the college football arm of the website.