



ERICA CAMPBELL

JOURNALIST & HOST

📍 QUEENS, NYC

✉ hello@campbellerica.com

🌐 campbellerica.com

PROFILE

I'm a music journalist, on camera personality, and producer with more than a decade in editing and writing experience in music and marketing.

Before becoming a music editor, I ran editorial for tech start ups where I used my SEO and management skills to increase website traffic and hit company goals.

Most recently, I've increased new users for NME as a US features editor covering events and stories across North America.

WORK EXPERIENCE

FEATURES EDITOR

NME

January 2022 - Present

- Drive new users to NME.com (an average of 150,000 new users each quarter)
- Produce viral video and social content (interviews and event capture with 300k views + and TikToks with 1.5M views)
- Manage freelancers and edit and publish their work
- Manage monthly budget
- Report from commercial events via video interviews and written content (Lollapalooza, Coachella, Glastonbury, NME awards, MTV VMAs)
- Build and support key relationships with music publicists, management teams, and venues to increase NME reach and brand awareness in the US

FREELANCE MUSIC JOURNALIST Jan 2016 - Present

SPIN, W Magazine, Architectural Digest

- Wrote content across music and legacy publications, including SPIN, Architectural Digest, W Magazine, Glamour, and more
- Hosted video series for Spotify online events
- Worked with NPR, USA Today, and Sirius XM as a rock music pundit
- Wrote scripts for Hearst Media's CLEVVVER video series
- Covered celebrity news for Bustle.com
- Wrote printed liner notes from vinyl record releases

MUSIC EDITOR

August 2019 - August 2020

Consequence

- Managed freelance pool and published monthly stories
- On-camera host for festival content and press junkets
- Wrote content across music and film

EDITORIAL MANAGER

Oct 2017 - October 2020

Patreon

- Launched freelance writing program saving the company \$7000 a month
- Edited, published, copy from freelancer writers
- Managed monthly budget
- Surpassed traffic goals by increasing monthly articles from three a month to 20
- Hosted interviews and panels for Patreon events
- Produced video content and interviews for A3C festival and SXSW music festival