

E.R. Thorne, MS

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Decatur, GA → Seattle, WA (fall 2025)

Experience

Content Specialist, Phreesia

June 2023 - June 2025

- Developed product positioning and messaging strategies for go-to-market launches of new features and major updates.
- Coordinated and marketed quarterly product webinars → Increased average registration by **7.9%**, leads generated by **24%**, and engagement by **25%**.
- Owned content strategy for client retention newsletter → Improved open rate by **43%**.
- Revamped client-facing release notes strategy → **57%** more page views.
- Created promotional content and sales collateral, including demand generation emails, product one-pagers, slide decks, webpages, and client case studies.
- Edited all client emails to align with product positioning and brand style.

Content Associate, Retention Marketing, ActBlue

Oct. 2022 - April 2023

- Presented research into digital community-building, VoC, and competitor/peer analyses.
- Produced B2C marketing content, including emails, social media copy, and blog posts.
- Edited content produced across internal teams to ensure clarity, accuracy, and brand alignment.

Associate Editor, Healthline Nutrition

July 2021 - Sept. 2022

- Commissioned, edited, and updated or wrote 20+ articles monthly.
- Edited and SEO-optimized top-performing article of March 2022, earning **2M+ impressions**.
- Curated headlines, meta descriptions, Read More content, internal links, and image alt text.
- Spearheaded content hub on food justice/culture and co-led seasonal nutrition brand campaign.
- Managed freelancer relationships, budgets, and assignments per the editorial calendar.
- Wrote conscious language recommendations for style guides.

Education

Master of Science, Data Analysis + Communication (Strategic Communication)

Dec. 2024

Agnes Scott College — Decatur, GA

- Internship: Data Science Intern, City of Atlanta Office of the Public Defender
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Bachelor of Arts, Journalism and Women's + Gender Studies

May 2021

Mercer University — Macon, GA

- Internships: Communications Fellow, Fair Fight Action; Couric Media Fellow, Georgia Public Broadcasting; Digital Intern, Atlanta Magazine

Key Skills + Tools

- **Content Strategy + Product Positioning**
- **Writing + Editing**: SEO, copywriting, conscious language
- **CMS Platforms**: WordPress
- **Data Communication**: Microsoft Excel, Tableau, Google Analytics
- **Marketing Tools**: Adobe Marketo Engage, MovableInk
- **Programming + AI**: Python, ChatGPT, Claude, Writer
- **Collaboration + Project Management**: Monday.com, Confluence, Asana