

# ERIN M. RATLIFF

MARKETING &  
COMMUNICATIONS  
PORTFOLIO



CERTIFIED VISIBILITY & GROWTH STRATEGIST

PR | SEO | ORM

# CLIENT MEDIA PLACEMENTS

**BEST**  
PRODUCTS

**SHE FINDS**



THE MANUAL

THE *List.*

**Medium**

**HUFFPOST**

**yahoo!**

**LEVEL**

**Newsweek**

**Parade**

**INSIDER**

**romper**

**COSMOPOLITAN**

**P O P S U G A R .**

**lifehacker**

# CLIENT MEDIA PLACEMENTS



**healthline**

**Zocdoc**



**cleanplates**

Consumer  
HealthDigest

# CLIENT CONTENT WRITING / GHOSTWRITING

## NICHE: HOSPITALITY, TRAVEL & TOURISM

- *Awaken Your Senses in Provence, France this Spring*
- *7 Essentials to Bring On Every Bike Tour*
- *15 Stunning AirBnBs In the Boston Area*
- *Best Places to See Fall Foliage in Asheville*
- *Wine Tasting & Touring in Burgundy, France*
- *Your Top Questions About E-Bikes Answered*
- *Top Spring/Summer Activities in Fairfax County*

# CLIENT CONTENT WRITING / GHOSTWRITING

## NICHE: MEDICAL, HEALTH & WELLNESS

- *What the SB704 Notary Bill Means for Your Family*
- *Your Top IV Therapy Questions Answered*
- *Should you be doing Gua Sha? A Doctor Weighs In*
- *What to Say to Someone Who is Grieving*
- *Spring Cleaning for a Happier Home & Life*
- *Our Top Wellness-Based Businesses in Richmond*
- *How to Stay Safe on a Self-Guided Bike Tour*
- *Grief Cleaning: How to Separate Memories from Things*
- *Your Guide to Winter Skincare*
- *Understanding Heart Health from an Integrative Medicine Lens*

# CLIENT CONTENT WRITING / GHOSTWRITING

## NICHE: BUSINESS, COMMERCE & COMMUNITY

- *7 Women-Owned Businesses to Support Near Granite Bay*
- *San Diego's Top Businesses For Your "Bridal Best"*
- *Holiday Gift Guide from our Favorite Local Businesses*
- *Strike a Pose! Our Favorite Local Portrait Photographers*
- *Pride Month in Asheville, Today and Every Day*
- *Your Guide to Outdoor Entertainment in Seattle*
- *The Best Family-Friendly Fall Activities to Try in Atlanta*
- *Your Ultimate Valentine's (or Galentine's) In Sonoma*
- *Oahu's Best Lesser-Known Instagram Spots*
- *Atlanta's Hidden Gems for Insta-worthy Photo Ops*
- *Top Selfie Photo Spots in Fort Worth*

## CLIENT COPYWRITING

### PRESS RELEASE

*4th Annual WISE Scholarship  
Accepting Applications*

### PRINT

*AYReports Monthly Newsletter*

### EMAIL MARKETING

*wildwnc.org*

### SOCIAL MEDIA MANAGEMENT

*@headsweats | @hylandspowered*

## FREELANCE PROJECTS

### WEB COPY

*connectbuncombe.org*

*hyggehomeliving.com*

*kristinandcoorganizing.com*

*northskyagency.com*

### BLOG CONTENT

*6 Ways to Beat the Fall Frenzy*

# VOLUNTEER PROJECTS

## WEB DESIGN & SEO

[growingwildforestschool.org](http://growingwildforestschool.org) | [forestschoolfoundation.org](http://forestschoolfoundation.org) |  
[wncsoccer.com](http://wncsoccer.com)

## CONTENT DEVELOPMENT

[growingwildforestschool.org/blog](http://growingwildforestschool.org/blog) | [connectbuncombe.org/blog](http://connectbuncombe.org/blog)

## EMAIL MARKETING

[growingwildforestschool.org](http://growingwildforestschool.org) | [connectbuncombe.org](http://connectbuncombe.org)

## SOCIAL STRATEGY

[@growingwildforestschool](https://www.instagram.com/growingwildforestschool) | [@forestschoolfoundation](https://www.instagram.com/forestschoolfoundation)



# ENTREPRENEURSHIP

BRANDING  
WEB DESIGN & COPY  
SEARCH OPTIMIZATION  
CONTENT DEVELOPMENT  
MARKETING STRATEGY  
SOCIAL MEDIA MARKETING

## MEDIA PLACEMENTS

- *16 Ways to Feng Shui Your Home This Holiday Season*
- *Less is More: The Minimalist Movement For Freedom*
- *Easy Money: Wealth & Abundance with Feng Shui*

[damselflydigital.com](http://damselflydigital.com)



MINDFUL + MEANINGFUL  
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[synergeticspaces.com](http://synergeticspaces.com)

High Vibration & Low-Impact Living

Feng Shui  
Green Living  
Human Design  
Energy Clearing



# LET'S WORK TOGETHER



[linkedin.com/erinmratliff](https://www.linkedin.com/erinmratliff)

[theholisticmarketer@gmail.com](mailto:theholisticmarketer@gmail.com)  
[erinratliff3@gmail.com](mailto:erinratliff3@gmail.com)