CATHERINE HUGHES
Content Writer

CONTACT

CH@CatherineMHughes.com

Contact for Phone #

Located in the heart of the
Northern California Wine Country,

SKILLS

Authorize.Net
Adobe Creative Suite
Amazon Associates
Cannon EOS Digital Camera
Canva
CyberLink Power-Director
Dlvr.it Automated SMM
Facebook Ad Accts
Facebook Page Admin
GetResponse Email Mktg
Google Docs
Google Search Console
Google Trends
Grammarly
HTML | CSS
Instagram
Joomla CMS
MailChimp Email Mktg
MSOffice Suite
PayPal Integration
Product Launch Formula
PR Newswire
SmugMug
TeamWork
Twitter
Web Hosting Set-up
Windows | macOS
Wrike
Wordpress CMS
1ShoppingCart

ABOUT

I am the curious wanderer who finds pleasure in the unknown. The shifting sky. The unfamiliar croon. The penetrating other. Writing is the salve to assuage my traveler siren, yet as I write, my suitcase peers out from the closet floor in an attempt to solicit my roaming heart.

EXPERIENCE

Content Writer   2012 - 2018
EP PRESS PUBLISHING
- Writer and editor of long and short-form content for 4 health and research websites.
- Known for storytelling content pieces that average over 350 visits per day with a 40% or less bounce rate.
- Devour SEO best practices for breakfast.
- Develop innovative product launch content ideas and strategies resulting in a 200K profit for EP Press.
- Manage email marketing campaigns, weekly newsletters and contact list of 125K.

Content Development Lead   2008 - 2018
8WOMENDREAM.COM
- Founder of a popular website for women to write and discuss what it takes to go after a big dream.
- Edit all written content for organic search to expand the website from zero to 4 million visitors.
- Create graphic images to draw visitors to 8WomenDream, edit html & php for visual aesthetics.

Content Writer   2011 - 2013
IDA INTERNET MARKETING
- Maintain a steady content writing and production schedule with blog posts, website page creations, email marketing publications, and video sales scripts.

EDUCATION

Nation College
Associates of Arts, Marketing

JBASS School of Technology
Info Sys Project Manager Certification