



CATHERINE M HUGHES



PROFILE

I am a dedicated copywriting professional with a thorough background in a wide variety of print and online media. My proficiencies lay in writing website copy, blogs, landing pages, advertising copy, newsletters, and press releases. My creative imagination begins to flow at breakfast along with some very, very strong coffee and an occasional almond Biscotti--much to the angst of my athletic, anti-consume-sugar-in-the-morning son. However, our dog supports my breakfast choices. She's a pure-blooded opportunist.

SKILLS

- Passionate for Copywriting
- Expert at SEO
- PR Newswire Member
- Ace at Content Curation
- Skilled in Email Marketing
- Copy Editing Experience
- Adept at Google Analytics
- Maven at Reporting Data
- Facebook/Twitter/Instagram

EXPERIENCE

FREELANCE WEB CONTENT EDITOR



PRESENT

DB-101 Disability

- Maintain website content for Disability-101's internal and external websites utilizing CMS technology.
- Work closely with project managers, and development team to appropriately edit web copy.
- Communicate weekly with project managers on updates to copy and website errors.
- Use Google Drive products and Teamwork Project Management software to track and provide web content project guidance.

FREELANCE WEB CONTENT COPYWRITER



EP Press Book Publishing

- Manage the daily content maintenance of EP Press book websites with an emphasis on the EFTUniverse.com website; this site consists of 5,000 unique pages. In 2017, eftuniverse.com received 1,721,954 visitors (4% growth from 2016).
- Author and edit daily web copy for a weekly newsletter. Compose copy for the newsletter, and update newsletter design. Maintain the style guide, and create tracking reports on readership.
- Set up A/B Testing for email marketing campaigns using GetResponse.
- Develop a social media presence (Facebook, Twitter, LinkedIn). In 18 months, organically increased Facebook Page Fans from 850 to 22k.

COPYWRITER & WEB CONTENT EDITOR



Forward Motion Studios Design & Marketing Agency

- Copywrite company blog. Known for creating SEO-friendly headlines and utilizing keyword trends to increase company blog visibility on search engines by 50%.
- Develop, author, execute, and manage weekly email marketing campaigns in MailChimp.
- Perform cross-browser testing, W3C validation, and Google/MSN analytics code implementation.
- Provide public relations assistance to foster public awareness of agency business with online interviews, press releases, ad copy, networking events, and contests.



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TECHNICAL

- HTML/CSS
- iOS/Windows
- G-Suite
- Asana/Write/Trello
- G-Suite
- MSOffice Suite
- Bing Webmaster Tools
- MailChimp/GetResponse
- 1ShoppingCart
- Canva/Photoshop
- Google Analytics
- Google Search Console
- Google Trends
- Authorize.Net
- PayPal

PORTFOLIO

- CatherineMHughes.com - *Personal website*
- CatherineMHughes.com/content-development-portfolio - *Portfolio page*
- Ca.db101.org - *Disability website*
- EFTUniverse.com - *Holistic website*
- PeakPerformance.com - *Landing page sample*
- TappingDeepIntimacy.com - *Landing page sample*
- PowerHouseRugby.com - *Sports website sample*
- 8WomenDream.com - *Research website*
- Smugmug.com - *Sports photography*
- Facebook.com/EFTUniverse - *Facebook page sample*
- Facebook.com/8WomenDream - *Facebook page sample*
- Twitter.com/8WomenDream - *Twitter page sample*

EDUCATION & CERTIFICATIONS

- Content Marketing Institute University
Purpose and Strategy Program
- Jeff Walker's Product Launch Formula
Product Launch MasterClass
- JBASS School of Technology
Information Systems Project Manager Certification
- Nation College
Associate of Arts, Marketing
- Santa Rosa Junior College
General Education Transfer Pathway