

Ashley Hughes

Versatile editor and writer dedicated to creating diverse digital and print content. Skilled communications professional with core strengths in copy editing, proofreading, web publishing, editorial research and strategy, and project management. Known for superior attention to detail and organization.

Work History

Dec 2021
- Jan 2023

Managing Editor

Growth Machine, Remote

- Edited on average three 1,200- to 1,500-word articles per day for grammar, style, content, factual errors, flow, headlines, and SEO.
- Uploaded, formatted, and published blogs in WordPress, Contentful, Shopify, and HubSpot CMS platforms.
- Hired, trained, and managed freelance writers for each client project to produce captivating and search engine-optimized content across a range of industries, including nonprofits, personal finance, and SaaS.
- Ensured compliance with style guide, editorial guidelines, and brand identity for all content.
- Coordinated article review, revisions, and final approval with clients.

Oct 2019
- Dec 2020

Communications Specialist

Metropolitan State University of Denver, Denver, CO

- Developed communications plans for university events and composed email invitations.
- Built and deployed email communications using Salesforce Marketing Cloud for university-wide messages from the Office of the President.
- Wrote and edited executive communications and remarks for events on behalf of the university president.

May 2015
- Oct 2019

Content & Project Manager

Miles Partnership, Lakewood, CO

- Utilized exceptional writing, research, editing, and proofreading skills to produce engaging and error-free travel guides and website content for destination marketing organizations.
- Edited articles, website landing pages, blog posts, marketing materials, ads, and emails according to AP style.
- Managed e-newsletter deployments through an editorial calendar, collected advertising assets, and wrote email copy and subject lines.
- Worked in Drupal-based CMS to maintain and publish articles, itineraries, business and event listings, photos, and videos.
- Collaborated with graphic designers, videographers, and web developers on visually impactful storytelling.

Jul 2010
- Aug 2014

Editorial Assistant

Yahoo! Inc., Denver, CO

- Generated and managed assignments for Yahoo Contributor Network.
- Copy edited thousands of contributor articles using custom CMS and applying SEO best practices.
- Engaged contributors with feedback and editorial direction.

Freelance Experience

- **Miles Partnership:** Writer (March 2023-current); Editor (Sept-Dec 2021)
- **Growth Machine:** Writer and editor (March-Dec 2021)
- **StackCommere:** Writer and editor (March-Sept 2021)
- **Eater Denver:** Regular contributor (Jan 2014-March 2015)
- **Zeppelin Development:** Marketing copywriter (March-May 2015)
- **5280 Magazine:** Writer and copy editor (Jan-July 2009)

Skills

- Associated Press (AP) style
- CMS: Drupal, WordPress, Shopify, Contentful, HubSpot
- Google Suite & Microsoft Office application
- Adobe: Photoshop, InDesign, Acrobat, Illustrator
- Project management: Asana, Wrike, Basecamp
- SEO: Clearscope, Google Analytics, Moz, BrightEdge
- Basic HTML

Education

Journalism & Mass Communication, Bachelor of Arts

University of Oklahoma, Norman, OK