

WENDY HUBBERT

Digital Content Specialist

STRENGTHS

- Writing marketing, advertising & journalistic copy across digital, social, email, broadcast & print channels
- Managing program ideation and execution to meet strategic goals, quality expectations, deadlines & brand guidelines
- Developing marketing proposals, presentations and pitches that inform and persuade
- Collaborating with clients and internal and external teams to produce award-winning work

EDUCATION

- St. Mary's College of MD
- Honors Program
- Magna cum laude
- Oxford University Study Abroad

AWARDS

- 2017 NAI Best Use of Infographic
- 2017 FCS Best in Show
- 2017 and 2016 Digiday Best Content Studio finalist
- 2016 OMMA Best Native Campaign
- 2016 MIN Best Native Content
- 2008 and 2006 SITE Crystal Award for Best Event Over \$80,000

CONTACT

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CORE COMPETENCIES

WRITING • Interactive advertising • SEO copy & metadata • Subscription CRM newsletters • Lifecycle messaging • 360° branded journalism • Pitch decks • Case studies • SEO

PROGRAM MANAGEMENT • Performance analysis • Trend research • Editorial calendars • A/B testing • Copy editing • Google Analytics • AdWords • Trello & Asana • Basic CMS

PROPOSALS & PRESENTATIONS • Concepting • RFP response • Persuasive pitches • Technical specs • Layout & design • PowerPoint • Google Slides • InDesign • Basic LITMIA

EXPERIENCE

WRITER, EDITOR, BRAND STRATEGIST, PRESENTATION DESIGNER

Clients including Pace Communications, Streetwise Reports (2020–present)

- Pitch and create strategic journalism, from articles that help investors capitalize on microtrends to search-optimized content libraries that make brands more visible to the consumers they serve

CUSTOM CONTENT LEAD

Bloomberg Media (2020)

- Responded to RFPs with engagement-driving branded articles, videos, events and infographics in environment, finance, business and CSR verticals
- Led deep-dive research on new revenue streams including OTT and podcasts

SPONSORED CONTENT DIRECTOR

NBCUniversal (2018–2019)

- Concepted, wrote, produced and promoted sponsored articles for local and national brand advertisers on NBCUni's 42 regional NBC and Telemundo stations
- Doubled revenue in six months through proactive pitches & performance-based client renewals

ASSOCIATE CREATIVE DIRECTOR

Sandbox Agency (2018)

- Launched American Express's highly personalized Member Essentials luxury lifestyle newsletter with unique versions for each of four distinct card portfolios released simultaneously each month
- Built a dynamic production interface that boosted workflow efficiency and client satisfaction by capturing and tracking complex strategic directives and feedback/ approvals

CREATIVE STRATEGY DIRECTOR

Washington Post BrandStudio & SlateCustom (2015–2017)

- Ideated, wrote and pitched cross-channel sponsored content experiences for Fortune 500 finance, tech, entertainment, lifestyle, health and luxury CPG brands w/70% conversion rate
- Boosted revenue by pioneering studio's first podcast program and extending concepts across digital, print, social and high-value emerging AR/VR formats

SPECIAL PROJECTS EDITOR

MXM Meredith Corporation (2012–2015)

- Concepted and executed 360° editorial and branded content campaigns for internal and external advertisers across Kraft Food's US, Canada English and Canada French websites, newsletters, print magazines and social platforms
- Created successful pitch for multi-million-dollar new business win; redesigned and launched branded newsletters, websites and promotional materials

INTERACTIVE COPYWRITER

Rauxa / Cosgrove Associates (2008–2012)

- Created digital & print advertising collateral for JPMorgan Chase and Verizon Wireless