

Sloane Hughes


COPYWRITER & EDITOR

Writer and editor with over 6 years experience in copywriting, content creation, and creative direction. Through editorial and digital savvy, I shape and grow audiences, further brand identity, and connect clients to their target users.

Contact

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Skills

- Copywriting and Editing
- PR & SEO Writing
- Creative Writing
- Market Research
- Content and Creative Strategy
- Brand Identity and Voice
- Organic Growth
- Creative Problem Solving
- Photoshop and ProCreate
- Vox Chorus CMS
- Shopify, Printful, and Mailchimp
- ReadMe and Markdown

Education

DOUGLAS COLLEGE | 2015
Bachelor of Arts, English

Accolades

WEBBY AWARD | 2020
Best Humor Website (Funny Or Die)

Experience

◆ Technical Writer & Copywriter

RAINWAY | LOS ANGELES | JAN — MAR 2022

Working with the engineering team to translate complex information and concepts into user friendly documentation that is effective and easy to follow for software developers at any level of experience.

Editing and proofing blog posts, social posts, and site copy.

Writing Community Forum Guidelines, press releases, and conducting market research.

Writing the Best Practices and Style Guide for internal use outlining how to write consumer facing documentation that is in line with the company's voice, identity, and principles, while still prioritizing user experience, accessibility, and clarity.

◆ Web Editor

FUNNY OR DIE | LOS ANGELES | 2018 — 2021

Editorial lead responsible for writing articles daily to both populate the site and social platforms with over 30M followers combined.

Writing social copy and site/article copy for original content, brand partnership deals, such as with Amazon, iHeart, and Kroger, and ad campaigns with brands like Jif and J.Crew. Creating image assets and key art. Monitoring and engaging in comments across Facebook, Twitter, Instagram, Medium, and YouTube. Using Facebook and Google Analytics to track content performance and inform strategy.

Creating and executing the weekly newsletter to 400K subscribers.

- Hit 2.2M unique monthly visitors to the site in 2019
- Consistently outperformed other Funny Or Die article/page link posts on Facebook by 13-48% in people reached, clickthrough, and engagement
- Drove more organic traffic with written articles than flagship property destinations such as Between Two Ferns and Gay Of Thrones
- Launched, operated, and created designs for Funny Or Die's first official store, driving over \$1K in sales with a single holiday email blast

◆ Freelance Copywriter

VARIOUS | VANCOUVER | 2016 — 2018

Working with various clients like local restaurants and musicians to establish their identity, social media presence, and drive revenue. Assisting with initiatives like Vote Or Die to raise awareness and inform voters through utilizing current meme and tweet trends to create viral posts.

Building my own personal brand on Twitter, quickly amassing a substantial following through organic posts and establishing myself within the digital comedy community.

- Gained over 100K followers on Twitter followers in two-and-a-half years, averaging 25M impressions per month
- Used success and momentum on Twitter to launch an online store and drive sales