

TIFFANY MCHUGH

DIGITAL CONTENT CREATOR

CONTACT



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EDUCATION

BACHELOR OF THE ARTS || JOURNALISM
Rutgers University || New Jersey || 2009-2013

SKILLS

➤ PROFESSIONAL

- Copywriting
- Digital Marketing Strategy
- Branded Content Writing
- Beauty/Fashion Writing
- Brand Voice Development
- SEO
- Competitive Market Positioning
- Executive Presentations
- Omni-Channel Campaign Conceptualization
- Vendor Relations Management

➤ SYSTEMS

- Salesforce Marketing Cloud
- Sitecore CMS
- Magento CMS
- Google Analytics
- Google Adwords
- Asana
- Microsoft Office

PROFESSIONAL PROFILE

Digital content creator using editorial experience to create a fluid, strategic brand experience for consumers from awareness to conversion. My skill set helps enhance the consumer journey as a whole, from copywriting and campaign conceptualization to web development and CRM expertise, merging content and commerce to drive conversion on e-commerce sites, and to elevate and enhance the educational experience of non-e-commerce sites.

PROFESSIONAL EXPERIENCE

ASSISTANT MANAGER – REDKEN DIGITAL

L'Oreal USA || New York, New York || 2016 – Present

Supports digital content strategy and manages day-to-day execution of consumer and professional websites along with the Redken Style Station App

- Manages Redken Consumer Blog, working with freelancers and Global DMI to create content, then optimizes all articles received for SEO and writes any articles that require quick turnaround to fill gaps in content portfolio
- Edits all professional haircare and haircolor trends/formulas received from Marketing with consumer-friendly language, optimizing for SEO
- Copywrites all homepage content and updates monthly in CMS
- Writes video scripts for professional platforms
- Writes daily Facebook posts to promote Redken Blog articles to consumers
- Manages monthly web briefs in Asana
- Manages relationship with key stakeholders and web vendors
- Creates monthly market research decks & presents to management

DIGITAL CONTENT & CRM MANAGER

Pierre Fabre || Parsippany, New Jersey || 2014 – 2016

Responsible for conceptualizing and executing multi-platform digital content for Klorane, Eau Thermale Avene, Rene Furterer and Glytone

- Created and managed content calendars for all brand websites & CRM programs
- Managed CRM program for each brand: copywriting, providing design direction, securing approvals, deploying emails while running list growth strategy
- Planned and co-managed all social media shoots
- Managed relationships with freelance digital designers and creative agencies

ASSISTANT ONLINE EDITOR, LADIES HOME JOURNAL

Meredith Corp || New York, New York || 2014 – 2014

Supported digital editor in all online editorial content, SEO-strategy and social copy

- Reported on red carpet beauty round ups for LHJ.com weekly
- Wrote beauty and fashion articles and slideshows daily
- Wrote the Ladies' Home Journal Weekly Update newsletter
- Performed weekly fashion market research and beauty trend reports
- Assisted in regular SEO research and optimization strategy with emphasis on beauty keywords and share of voice