

Becky Hughes

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Summary

Senior-level content writer and strategist with a knack for translating complex ideas into digestible copy. Highly adaptable with 10+ years of experience turning dry topics into successful, lead-generating marketing content across print, social, and digital channels.

Core Competencies

B2B and B2C content creation | Content strategy | Storytelling | Brand voice and tone | UX Copywriting
Creative problem-solving | Written and verbal communication | Cross-functional relationships

Skills

Monday.com | WordPress | Google Suite | Microsoft Suite | Adobe | Foleon | Ceros | G2 | Wistia | Tableau

Experience

ProviderTrust, Nashville, TN - Content Writer

2023 - APRIL 2026

- Developed and wrote 100+ content pieces across 3 segments and all content channels.
- Pitched, wrote, and published a strategic market research initiative, including a white paper and webinar that garnered 1,000+ leads.
- Generated impactful thought leadership content by interfacing with executives and external industry SMEs, with the resulting content achieving 118% of 2025 lead generation goal.

Mission Lane, Richmond, VA (remote) - Copywriter

2022 - 2023

- Developed in-app and mobile UX copy across multiple credit card products and launches.
- Balanced stakeholder priorities to create a unified customer experience.

Bohan, Nashville, TN - Technical Content Writer

2021 - 2022

- Wrote clear, concise B2C copy for a nationwide retailer with 200+ locations. Content included long-form print and digital marketing collateral and short-form web content.
- Met or exceeded client's weekly targets to launch 300-400 e-commerce SKUs.
- Owned the coordination and management of supplemental freelance copywriters.

AdhereHealth, Franklin, TN - Marketing Content Writer

2019 - 2021

- Created B2B and B2C content to meet the needs of multiple product lines.
- Led marketing strategy around the use of digital and print written content.
- Owned the development of written guidelines for brand voice, messaging, and lexicon.

AMG/Parade, Nashville, TN - Associate Editor

2016 - 2019

- Pitched, wrote, and produced entertainment and lifestyle stories for *Parade* magazine's print circulation of 32 million and growing online presence of 1 million monthly visitors.

Hachette Book Group, Nashville, TN - Editorial Assistant

2014 - 2016

- Assisted two editors with full schedules of fiction and non-fiction titles.

Education

Vanderbilt University, Nashville, TN - Bachelor of Arts in English

2014