

# JENNY HUGHES

EDITOR, CONTENT CREATOR,  
& DIGITAL MARKETING MANAGER

## CONTACT

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## SUMMARY

- My expertise is in growing a website's audience and organic search traffic through quality content that is searchable and shareable
- While I was the editor of the lifestyle & travel brand Frenchly, monthly UVs to the website increased over 350 percent (UVs via organic search grew nearly 550 percent)
- I love sorting through and using analytics data to make smart, metrics-based decisions on editorial content and strategy

## EDUCATION

**Bowdoin College**

Bachelor of Arts (2016)

## WORK EXPERIENCE

**Pxorium** (May 2020-Present)

**MooBoo Resources** (May 2020-Present)

### Web Content & SEO Manager

- Update and create website content, with the goal of increasing traffic and conversions
- Collaborate with company founders on marketing and growth strategies
- Optimize webpages and blog posts for SEO

**FMMG** (July 2016-March 2020)

### Editor of Frenchly.us

- Ideate, write, and produce articles daily with an emphasis on commerce, SEO, evergreen, and service stories about lifestyle and travel
- Take pitches, assign articles, and copyedit a team of writers & freelancers
- Utilize data and analytics tools to identify trends and guide content decisions
- Strategize with FMMG Editor in Chief for growth and revenue opportunities
- Update and optimize existing posts for SEO
- Build and strategically package content within CMS according to SEO best practices
- Co-produce viral videos, from start to finish

### Digital Marketing Manager of Frenchly.us

- Produce and send weekly email newsletter
- Write copy for and execute daily posts on Facebook, Twitter, and Instagram
- Conceptualize branded content for client RFPs and handle post-sale activation
- Work with clients to ensure content quality
- Collaborate with Sales & Events on projects

## SKILLS & INTERESTS

### Proficient in:

- CMS, basic HTML
- Google Analytics, Facebook Insights, other native insight tools
- SEO, SEMrush, Google Search Console
- Affiliate marketing platforms, social listening tools, social media scheduling tools
- Canva, Adobe Photoshop
- Fluent in French

### Interests:

- Travel, hiking, crafting, shopping, cooking, decorating & organizing, Kansas City Chiefs