

**Maura Hughes**  
2101 N Monroe St #105  
Arlington, VA 22207  
maurahughes13@gmail.com  
703-861-2751  
www.linkedin.com/mauraahughes

**Summary:** Creative and analytical marketing professional with 10 years experience creating exceptional content. A team player who is able to combine a self-starter persona with effective communication skills to excel in any work environment.

**Work Experience:**

MeetEdgar

Digital Marketing Manager: September 2019-Present

Digital Content Manager: September 2018-September 2019

- As the sole full-time member of the marketing team, I help our team hit trial and revenue goals by managing and promoting content at every stage of the funnel.
- Website Traffic
  - Manages the blog strategy from SEO research to distribution
  - Monitors and optimizes blog posts and web pages for search
  - Averages 77,000 blog page views/month
- Email Marketing:
  - Responsible for MeetEdgar's email marketing list of 130,000+ subscribers.
  - Writes and designs weekly newsletters and any promotional emails.
  - Increases email subscribers to the marketing list by creating and promoting lead magnets and content pieces.
  - Currently growing the MeetEdgar email list by 1,400-1,900 emails every month.
- Social Media
  - Manages MeetEdgar's social media presence and creating communities on Facebook, Instagram, Twitter, LinkedIn, Pinterest and Youtube.
  - Helped implement a live video strategy across Facebook, Twitter and LinkedIn increasing engagement and reach on each platform.
  - In charge of strategizing, budgeting and executing social media advertising campaigns across Facebook, LinkedIn, Instagram, Twitter and Pinterest. Consistently achieves CPCs as low as \$0.10 per website visitor and \$2 per email subscriber.
- Webinars and Events
  - Promotes monthly partner webinars through email, social media and partner marketing, consistently averaging 600-1200 attendees.
  - Responsible for promotional strategy for any sales, launches and events.
- Management

- Responsible for managing all marketing contractors and freelancers including freelance writers, designers, developers and SEO managers.

#### Independent Digital Marketing Freelancer: January 2014 - September 2018

- Work with a variety of companies to create social media strategy, implement ad campaigns and effectively manage digital marketing projects. A sample of freelance projects is listed below.

#### Only In Your State, July 2016- July 2018

- Acted as the sole paid Facebook lead, creating the advertising strategy for a media platform that produced daily content for 62 markets
- Created and managed 20-30 Facebook ad campaigns every week
- Optimized ad campaigns that resulted in an average of \$0.015 per link click
- Executed newsletter subscriber lead ad campaigns across 50 Facebook pages that resulted in an average of \$0.15 per lead
- Executed e-commerce ad campaigns that resulted in an average of \$2.15/add to cart and \$7.00/website purchase

#### Social Savvy, July 2017- July 2018

- Wrote, edited and designed monthly blogs for the company
- Created social media posts across three platforms
- Assisted the company in increasing website traffic by 200% in four months
- Managed blog and social media content through Hubspot, analyzing data to improve monthly content

#### SugarBearHair, January 2016 - July 2018

- Worked with the owners to craft the voice of SugarBearHair
- Managed Facebook page increasing number of fans to over 1 million in less than two years
- Assisted team in identifying funnel gaps based on feedback and data from Facebook insights

#### The Greensheet, Houston Texas

Marketing Manager: March 2013- January 2014

Marketing Coordinator: March 2012- March 2013

- Managed social media sites include Facebook, Twitter, LinkedIn, Pinterest and Instagram increasing fans from 3,300 to over 30,000 in one year
- Worked directly with senior marketing staff to define challenges and develop marketing plans
- Managed promotions and sponsorships working with community partners to create strategic opportunities for promotions and brand awareness
- Created and manages promotional contests and giveaways
- Generated leads for sales department through email marketing, direct marketing and special promotions
- Acted as liaison between marketing and sales departments

**Skills:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Hubspot, Facebook Business Manager, Buffer, Hootsuite, Mailchimp, GetResponse and Adobe Photoshop

**Education:** Pace University, New York, New York

Bachelor of Arts in Communication Studies, May 2010

Presidential Scholarship, Cum Laude, GPA: 3.56

Collège International de Cannes, Cannes France  
International Student, August 2008-December 2008

References and portfolio available upon request