

MARY HUGHES
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Profile Summary

An accomplished copywriter, author and screenwriter with an exceptional ability to internalize client goals and write to achieve their desired results. Highly adaptable and capable of taking direction in a corporate environment. Successful in a broad range of styles, writing for diverse audiences across multiple digital and print formats. Proven ability to connect to audience with clear and compelling copy. A quick study with excellent research skills. Special talent for brainstorming dry or technical subject matter into enjoyable, reader-friendly material. Meticulous in providing clean and consistent creative output. Outstanding command of English grammar, syntax, spelling and punctuation. Unfailing attention to deadlines.

Work History

2009 – Present Freelance Business Writer – Author – Screenwriter/Filmmaker

Total Expert (Minneapolis, MN)

- Created video scripts, marketing copy, customer-facing newsletters and multi-media campaigns for Inc 500 ranked fintech company.

Downtown Resource Group (Minneapolis, MN)

- Crafted unique and engaging employee bios for high profile brokerage specializing in luxury downtown real estate by employing a brief but highly effective interviewing process.

The Dentino Group (Batavia, NY)

- Wrote website copy, Facebook and radio ads for a boutique agency specializing in assisting small businesses with marketing, branding, website development and social media presence.

Lowfoot (Toronto, Ontario)

- Wrote website copy and newsletter articles for an award-winning environmental company specializing in managing energy data to reduce carbon footprint.

Pal Toys, Inc. (Palos Verdes, CA)

- Created public relations pieces, pitch letters and website articles for children's educational toy company. Responsible for editing entire series of Pal Toys' "Bright and Beyond" activity cards.

Boshart Aviation (Batavia, NY)

- Wrote weekly Facebook posts highlighting in-flight safety, technology and aircraft brokerage amenities for full service avionics company.

Glass Eye Productions (Brea, CA)

- Scripted corporate videos for Glass Eye clients including Loma Linda Medical Center, Advanced Real Estate Services, SunFX Spray Tan and R3 Construction.

5B Pilates (Ketchum, ID)

- Assisted with brand development and wrote all website copy for high-end pilates studio in mountain resort area.

Ethervision (Chicago, IL)

- Supported sales by writing press releases for a multi-media agency specializing in development of innovative iPhone apps and web communities.

Commotion Promotions (Phoenix, AZ)

- Wrote and distributed press releases and company email newsletter.

Screenwriting – Film Work – Books – Blog

Anniversary – (short film) – Writer/producer. Screened in multiple film festivals in US and United Kingdom. Special Feature at the Aesthetica Short Film Festival 2013 in York, U.K.

Waiting for Goodbye – (short film) – Writer/producer. Official selection of Hollywood Reel Independent Film Festival 2017 and Phoenix Film Festival 2017.

Gratitude Adjustment: 5 Simple Shifts to Refresh Your Perspective and Ignite Your Life – (non-fiction) – Author. Published August 2016. Currently available on Amazon in both Kindle and paperback editions.

Waiting to Wake – (novel – adult contemporary fiction) – Author. Published December 2018. Currently available on Amazon in both Kindle and paperback editions.

Blog: www.maryderosahughes.com

Education

Bachelor of Arts in Communications (Emphasis: Public Relations)
California State University at Fullerton – Fullerton, CA