


# CATIE MCHUGH

Digital Content Specialist

## PROFILE

My life is writing. I have spent more than eight years creating a soul for corporations - everything from consumer electronics and renewable energy, to the big guys like Optus, where I specialise in sports and entertainment copywriting.

When it comes to quality content, I strive to deliver meaningful, thought-provoking and entertaining pieces that inspire sharing. I seek to 'go one better' in every moment, developing digital content in a way that is compelling, memorable and at the speed of culture.

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## SKILLS

Digital Copywriting  
Print Copywriting  
Content Marketing  
Sports/Entertainment  
Content  
SEO/SEM  
Video Production  
Social Media Marketing  
Screenwriting  
Video Editing  
Adobe Creative Suite  
Microsoft Office

## EDUCATION

BACHELOR OF MEDIA,  
SCREEN PRODUCTION  
Macquarie University

## CERTIFICATES

2013-2014 KARBEN Training  
Solutions (TAFE)  
Certificate IV in Frontline  
Management (BSB40812)

## EXPERIENCE

FINGERPRINT FOR SUCCESS / Surry Hills, NSW / 2017 – Present  
Content Manager

- Ideation and creation of brand communication tone of voice, injecting personality and pizzazz at every stage while maintaining a position of authority and accessibility for the audience.
- Lead copywriter managing an in-house and offshore team, liaising with some of the world's most prominent businesses, upcoming startups and personal development coaches.
- Maintaining a rich, organically successful blog covering a range of cutting-edge business and technology topics in a highly entertaining and relatable tone.
- Key focus on SEO-friendly web content, including site pages with high sales conversion rate and weekly eDMs.
- All social media copy, including organic and paid advertising. Each campaign is carefully planned to achieve the biggest reach in the most cost-effective way.
- Professional screenwriting and direction of brand videos, showcasing a first-to-market product with humour and flair.

OPTUS / Macquarie Park, NSW / 2015 – 2017

Digital Copywriter

- Lead copywriter on some of the highest-profile projects within Optus, liaising with clients like the English Premier League, Netflix, Stan, Samsung and Apple. With a keen observation and execution in meeting customer and stakeholder needs, projects are completed on-time in a voice that is unique and memorable.

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## EXPERIENCE (CONTINUED)

- Key focus on SEO-friendly web content, including site pages with high sales conversion rate and eDMs to a customer base exceeding one million subscribers. My work is analytically proven to succeed in high open rates, time spent on page and sales conversion.
- The crafting of entertainment-based articles for the Yes Magazine – a digital publication with a focus on unique pop culture-related content. Articles are written with the precision required to sell a product or service, without 'dumbing down', over-advertising or treating the customer like a commodity. It is shareable, valuable content that people want to read.
- Scriptwriting and video editing for corporate sales video content, working within the team to fill gaps in customer-facing visual aids that immediately engage and boost sales.

### URBAN GROUP ENERGY / Milsons Point, NSW / 2013 – 2015 Digital Content Manager

- Implementation and constant development of more than ten websites for eight integrated yet entirely separate companies. My background in copywriting for the web has ensured solid and consistent organic search ranking, and a pleasant user experience (UX) for site visitors.
- Implementation and continual creation of video content, from case studies to recruitment and training videos. This involved scripting, shooting, editing and presenting all content online through a variety of channels, including social media and trade show broadcasting systems.
- Writing and developing all electronic direct marketing, including required copy, database creation and forming promotional campaigns.
- Managed television and print advertising campaigns, utilising past and on-going analytical data, to drive positive reaction and business growth in both the B2B and B2C sectors.

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## REFERENCES

Alan Creed – Managing  
Editor **Optus** (2015-2017)

0401 766 948

Kim Bradley - Marketing  
Manager **Urban Group  
Energy** (2012-2015)

0414 569 670

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## EXPERIENCE (CONTINUED)

- Management of successful Google AdWords campaigns, including integration with our brand sites.
- Salesforce management of marketing campaigns, marketing library content and customer portals.
- Development and execution of eCommerce sites, online auction sales and digital sales plan.

DIGITAL CAMERA WAREHOUSE / Canterbury, NSW / 2009 – 2013

### Social Media and Marketing Executive

- Implementation and constant development of Digital Camera Warehouse's social media channels. Twitter, Facebook and most recently Google Plus. Utilization of various tools such as Hootsuite and WildFire Promotions to streamline the process and allow easy, continual monitoring and a steady flow of "opt-in" followers that convert.
- Implementation of video podcasting and traditional podcasting on the Digital Camera Warehouse website. This involved scripting, shooting, editing and in some cases presenting photography tips and techniques to give customers added value and unique content when choosing to shop online with us.
- Developing bi-weekly electronic direct marketing, writing the copy and forming promotional campaigns.
- Worked closely on radio, television and print advertising gaining more understanding of analytical data, online ROI best practice and customer outreach to drive repeat business.
- Created product content for the Digital Camera Warehouse site, delivering both SEO/SEM best practice and valuable, engaging information to close sales and keep customers informed without the need for clarification.
- Successful Google AdWords campaigns, leading us to be the number one retailer of selected products due to a push in the online advertising sphere.