

KIRSTEN HUDSON

CONTACT

Email: kmhudson1@gmail.com

Phone: (316) 871-2319

Website: kirstenmudson.com

EDUCATION

The University of Kansas,
Lawrence, Kan.

Bachelor of Science in
Journalism, News and
Information emphasis
(Earned with highest distinction)

Minor in English

Minor in Business

Cumulative GPA: 3.95

SKILLS

- Content strategy
 - Editorial planning
 - Magazine writing
 - Content creation and editing (AP style)
 - Content management systems (Wordpress, Joomla)
 - Basic HTML coding
 - Blogging
 - Basic photo editing with Adobe Photoshop
-

Also published in:

VintageKC magazine,
The Huffington Post,
OrganicAuthority.com, *Natural Home* magazine and *The Herb Companion* magazine (now *Mother Earth Living* magazine)

WORK EXPERIENCE

Manager of Content Marketing, PBA Health, *September 2014 – Present*

Responsible for creating, writing, managing and executing the marketing content strategy for PBA Health, a pharmacy services organization. Other responsibilities include:

- Ensure that all content is on-brand and consistent in style, quality and tone of voice
- Direct content for promotional campaigns, including direct mail, brochures, flyers, e-blasts and landing pages
- Strategize, plan and manage all content for annual conference and other events
- Assist with strategizing and goal planning for marketing projects
- Monitor industry and internal trends to create stimulating content for external communications
- Manage two copywriters, including providing conceptual direction and assistance to achieve final results that meet marketing goals

Editor, *Elements* magazine, PBA Health, *September 2014 – Present*

Responsible for the content and quality of *Elements* magazine, a business magazine for independent pharmacy published by PBA Health. Other responsibilities include:

- Ensure that articles are engaging and informative and fit the magazine's brand and style
- Generate article ideas, plan each issue and manage writing staff
- Interview expert industry sources, pharmacists, pharmacy owners and other industry insiders
- Edit and rewrite articles, and proofread all pages before going to print
- Collaborate on the layout and appearance of the magazine
- Assist writing staff in meeting deadlines
- Raise the profile of the magazine in the pharmacy industry
- Network at industry events

Web Content Writer, PBA Health, *September 2011 – September 2014*

Wrote and edited customer-focused articles for company website that met PBA Health's established brand and voice. Other responsibilities include:

- Generated regular web content ideas, developed content strategy and maintained an editorial calendar
- Coordinated with other departments to develop content ideas
- Updated website content using content management system
- Wrote, edited and tested weekly e-newsletter that reached 1,500+ customers
- Created, wrote and edited additional email campaigns as needed
- Maintained PBA Health's social media presence on Facebook and Twitter
- Monitored website traffic, e-newsletter reports and social media engagement
- Took on traditional copywriting duties regularly, including writing mailers, press releases, print ad campaigns and more

Founder and Editor in Chief, *redleafstyle.com*, *May 2012 – Present*

Founder and editor in chief of *redleafstyle.com*, a home and lifestyle blog.

- Research and write high-quality home and lifestyle content
- Manage all social media engagement
- Promote the blog with T.V. appearances
- Serve as an expert source for print and digital publications