

Haley Hobson

752 Honeysuckle Rd., Gainesville, GA 30501
haleyhobson@gmail.com • 770-355-1823

Experience:

March 2017—Current

Atlanta-based Businesses (Experience with home services and retail industries)

Social Media Management Freelancer

- Create and manage the content (both verbiage and images) for social platforms, including Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn
- Update and promote review sites, including Google Business, Yelp, Angie's List, Home Advisor, Houzz, Next Door
- Update company website as needed, posting new accolades, updating contact info, copyediting, etc. (Experience with Wordpress platform)
- Write monthly blog posts or employee spotlights, as well as press releases and articles for awards submissions as needed
- Report bi-monthly analytics on social performance

December 2008—July 2013

Children's Healthcare of Atlanta, Atlanta, Georgia

Web Managing Editor, Internal Communications

- Edited 100 articles and news items each month and posted on employee Intranet
- Researched, interviewed and wrote in-depth employee and business feature articles for Intranet
- Created and managed Intranet editorial calendar
- Assigned roughly 10 articles to contractors/freelancers each month
- Wrote, edited and distributed 10 newsletters a month
- Developed and executed communications plans for internal clients
- Redesigned employee Intranet, working with multiple outside partners, and relaunched on new platform
- Trained 100+ employees to use new content management system

August 2005—December 2008

Nielsen Business Media, Alpharetta, Georgia

Associate Editor—Digital Media, *Impressions* Magazine

- Researched and wrote monthly articles for *Impressions* and four supplements
- Redesigned magazine website
- Compiled and wrote news items to post on websites weekly
- Produced and distributed eight newsletters a month
- Edited and proofread freelance and in-house articles
- Traveled nationally to report on industry trade shows
- Produced quarterly digital-only publication

July 2004—August 2005

France Publications Inc., Atlanta, Georgia

Associate Editor, *Western Real Estate Business* Magazine

- Researched, interviewed contacts and wrote real estate articles
- Edited byline and in-house articles each month
- Produced Convention Guide, arranging bylines, editing content, managing ads, formatting logos and images

Past Freelance Experience:

- March—Aug. 2015: Copyeditor for Digital Signage Expo case studies.
- Jan.—June 2011: Ghostwriter for SBC Global for magazine articles.
- Oct. 2008—March 2009: Freelance writer for Prism Media Group. Articles featured in *The Source*, *INSTORE Magazine* and *Natural Living Magazine*.
- July 2008—March 2009: Copyeditor for *ImagineAir* articles and multiple marketing/sales pamphlets, designer of printed newsletter.

Proficiencies:

Various online content management systems, Wordpress, Hootsuite, Canva (images), SEO and basic HTML knowledge, Knowledge of AP style

Education:

University of Georgia, May 2004
Bachelor of Arts, English