
EMMA HUDSON

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ABOUT

Editor, writer and content specialist.
Expertise in developing strong, engaging editorial content across the print and digital space.

SKILLS

Content planning and creation,
Content marketing, Brand strategy,
Editorial, Sub editing, Publishing,
Adobe Creative Cloud, MS Office,
Wordpress, Drupal, CMS, SEO,
Google Analytics, Video editing,
Digital publishing, Social media, New
media, B2B publishing

OTHER / HOBBIES

Creative writing, Culture & lifestyle,
Panel moderator and contributor,
Events writing, Experiential marketing

EDUCATION

B.A., English Literature
Allegheny College, PA, USA
Thesis: 'As Flies Are We to the Gods': *King Lear* in the 20th Century

EXPERIENCE

CONTENT EDITOR & WRITER (FREELANCE)

April 2019 - present

Clients include Serpentine Gallery, Virgin, Informa, GES & Secret Cinema. Writing and editing features that tell stories in diverse editorial formats, for print and digital. I also moderate and contribute to panels and public events.

DIGITAL CONTENT EDITOR, VIRGIN GROUP

September 2017 - April 2019

Researched, commissioned and edited Virgin Group's digital content & partnerships on its brand engagement platforms. Delivered insights to thousands across a global community, leveraging the unique strengths of the Virgin brand. Specialising in idea generation, writer development, email/newsletter comms and brand engagement.

EDITOR, ACCESS ALL AREAS (MASH MEDIA)

September 2015 - April 2017

The first female Editor of this historic, 25+ year old events magazine. Developed the content and commercial strategy, leading a team of researchers, writers and feature editors for its print, digital, video and social media.

Deputy Editor, November 2014 - September 2015

Staff Writer, January 2014 - November 2014

CO-EDITOR, ENGAGE (MASH MEDIA)

June 2014 - April 2017

Co-edited this branded experiential marketing magazine.

SENIOR WRITER, STAGEANDSCREENINSIDER.CO.UK

October 2012 - December 2013

Part of the founding team at Stage and Screen Insider, focusing on behind the scenes content for the UK entertainment and live events industry.

COPYWRITER, FRONTIER COMMUNICATIONS

January 2012 - December 2013

Produced all copy for Frontier's website.