

Contact

www.linkedin.com/in/mary-hawkins-b44a7921 (LinkedIn)
www.catchingthenextwave.com
(Blog)

Top Skills

Blogging
Writing
Social Media

Mary Hawkins

Content and Editorial Director at The Brain Possible
Ellington, Connecticut

Summary

I'm the Content and Editorial Director for The Brain Possible, which is a project of The Who Is Carter foundation. It serves as a resource for parents, practitioners, and caregivers of children with brain injuries.

I'm a writing and editing professional who has worked in online media since 2009. I started as a humor blogger, then a freelance writer, until I started my full-time career with CafeMom in 2012, where I developed my editing career.

Specialties: writing, editing, blogging, video blogging, social media, consulting, public relations, event organization and planning

Experience

The Brain Possible
Content and Editorial Director
October 2019 - Present (6 months)

Waggle.org
Freelance Writer
May 2019 - Present (11 months)

As part of the writing team at Waggle.org, I write several campaigns per month to assist pet owners in raising funds to pay their veterinary bills. Often times their only other alternative to ease their pet's suffering is euthanasia, and Waggle's generous donors make it possible for these animals to get the care they need so that they can go on living happy, healthy, full lives.

CafeMedia
8 years 3 months
Senior Editor, Entertainment & Special Projects
February 2016 - Present (4 years 2 months)

As CafeMom's Senior Entertainment & Special Projects Editor, I oversee the portion of our Entertainment vertical that consists of the largest traffic drivers

to our site. In addition to assigning and editing 8 to 10 trending articles per day to staff writers and freelancers, I'm also responsible for generating ideas for multiple original slideshows per week to increase page views to CafeMom. Many of these slideshows wind up bringing in over a million plus page views. I am also in charge of promoting all of the posts in my channels via social media platforms, primarily on Facebook.

Entertainment Editor

May 2015 - February 2016 (10 months)

New York, NY

As the Entertainment Editor for The Stir at CafeMom, I oversee several different channels relating to TV, movies, and celebrities. I assign and edit 16 to 18 posts per day to staff writers and freelancers, including trending news, evergreen content, slideshows, and quizzes. I approve/write all headlines in addition to promoting all of the posts via social media, mainly through the various Facebook fan pages that I serve as admin for. I also recruit and hire new freelance writers as needed.

Staff Writer/The Stir

January 2012 - May 2015 (3 years 5 months)

New York, NY

As a full-time Staff Writer for The Stir, I compose daily articles on various entertainment topics. I also serve as editor for multiple TV, movie, and celebrity channels, taking pitches from other writers and freelancers, editing content and headlines, and promoting all posts via social media.

RockYou

2 years 6 months

Deputy Editor

September 2018 - October 2019 (1 year 2 months)

Senior Editor

May 2017 - September 2018 (1 year 5 months)

As Senior Editor at RockYou, I head up the division of CafeMom's entertainment vertical that consists of the largest traffic drivers to the site. I manage a team of staff writers and freelancers, assigning and editing between 10 and 14 posts each day on various trending topics. I write and/or approve all headlines, and promote writers' posts via social media. I also assist other CafeMom verticals with headline composition, and continue to help grow the CafeMom brand under the new RockYou leadership.

The Mommyologist

Owner/Author

October 2009 - January 2014 (4 years 4 months)

Author and owner of The Mommyologist, a humor blog featuring articles about the changes in life that go along with being a parent. Currently averaging 12,000 page views per month with an average of 4,000 unique visitors per month. Also maintain social media platforms for The Mommyologist, including over 230,000 Twitter followers, and over 1500 Facebook fans. In addition to blog posts, I also partner with brands to conduct product reviews and giveaways, mostly through video blogging.

Babble.com

Parenting Blogger

August 2010 - January 2012 (1 year 6 months)

Composed and edited a minimum of 20 articles per week on topics related to celebrities and celebrity parenting for Babble.com's Famecrawler blog. Responsible for reporting celebrity related news in addition to generating original content based on Google trends/celebrity parenting trends. Duties also included Search Engine Optimization (SEO) for each blog post.

CBS Connecticut

Freelance Writer

July 2011 - December 2011 (6 months)

Compose and edit freelance articles for CBS Connecticut's "Best Of" section. Articles featured in Family & Pets and Travel & Outdoors categories.

Blogging/Social Media

Administrative Coordinator/Meeting Planner

August 2004 - November 2005 (1 year 4 months)

Planned corporate meetings in addition to other administrative duties for Horizons project, which was an effort to gather appropriate information for the 2010 Farm Bill. Served as on-site meeting coordinator for all planned meetings in cities

National Safe Skies Alliance

Associate Test Engineer/Editor

May 2002 - August 2003 (1 year 4 months)

Analyzed and tested aviation security equipment for the Transportation Security Administration (TSA). Duties also included writing and editing test plans and test reports to be submitted to the TSA. Extensive travel.

Education

University of Tennessee, Knoxville

Bachelor of Arts, Psychology · (1996 - 2000)

William Hall High School

· (1995)

University of Tennessee

Bachelor's Degree, Psychology