

JOHN L. HUGHES

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PROFESSIONAL EXPERIENCE

RECONNECTING AMERICA, OAKLAND, CA

COMMUNICATIONS MANAGER 2010-2013

WEBSITE CONTENT MANAGER 2008-2010

- Responsible for final copy editing, design and production of printed materials with the goal to create a look and feel consistent with publication design criteria.
- Create artwork, both vector and bitmap, for communications projects, both web and print.
- Write, edit and distribute Reconnecting America press releases utilizing Constant Contact.
- Maintain ReconnectingAmerica.org website content, updating daily, writing blog posts and working with contractors to enhance and improve the website's content management system.
- Maintain Reconnecting America's social media outreach efforts.
- Design, build and maintain various other websites related to Reconnecting America work, including TCTOD.org, CTOD.org, MITOD.org and LATOD.ReconnectingAmerica.org.
- Manage dedicated web server and domain name registrations.

THE SACRAMENTO BEE, SACRAMENTO, CA

ASSISTANT EDITORIAL PAGE EDITOR, 1987-2008

- Edited all editorial, Op-Ed and Forum content in The Sacramento Bee.
- Wrote commentaries, editorial notebooks and editorials.
- Selected, edited and packaged daily letters section.
- Developed web-based database to manage letters and provide automated customer service.
- Tasked with exploring how to expand the opinion section's online efforts.
- Created website to test feasibility of online ideas.
- Provided tech support for editorial board staff.
- Edited annual California Political Almanac 1989-1996.

COPY EDITOR, ASSISTANT CITY EDITOR, CAPITAL BUREAU NEWS EDITOR 1980-1987

- News copy editor, focusing on state politics and government.
- Assistant city editor with responsibility for initial editing of reporters' copy.
- News editor in The Sacramento Bee Capitol Bureau.

TECHNICAL EXPERTISE

- Adobe Creative Suite, including college-level and advanced online instruction in InDesign, Dreamweaver, Photoshop and Illustrator.
- Website analytic evaluation and search engine optimization.