

HOLLY J COLEY

WRITER & EDITOR

CONTACT

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hollyjcoley.com

PROFILE

Holly J is a writer and editor with 10 years of professional experience in the digital and print publishing space. Her specialties include short and long-form SEO-based content, and lifestyle writing with a concentration in beauty, fitness, and wellness. Her work has contributed to WomansWorld.com, FirstForWomen.com, SHAPE, Organic Hudson Valley Magazine, New York House, Triathlete.com, and Treehugger.com. She's passionate about service journalism and the creation of well-researched content that serves her audience.

SKILLS

- INTERVIEWING & FEATURE WRITING
- SEO WRITING AND RESEARCH
- WORDPRESS/WORDPRESS SEO YOAST
- PROOFREADING/EDITING
- MICROSOFT OFFICE/ GSUITE
- TRACKONOMICS, SKIMLINKS, AMAZON ASSOCIATIONS, AND OTHER AFFILIATE NETWORKS
- AHREFS/GOOGLE ANALYTICS
- CANVA/TRELLO/MONDAY

EXPERIENCE

Commerce Editor

2021-Present: WomansWorld.com, and FirstForWomen.com

Responsible for creating and managing monthly commerce calendar, analyzing story and site performance through Trackonomics, researching, writing and editing short and long-form commerce stories, updating and optimizing high-performing, content managing affiliate networks, photo editing, syndicating content, and strategic planning partnership campaigns and shopping events with Senior Director of Commerce and relevant team members.

Fashion/Beauty Writer

2014-2020: [Organic Hudson Valley Magazine](http://OrganicHudsonValley.com) and OrganicHudsonValley.com

Write and edit features, department pieces, and blog posts, as well as direct the creation of the 2018 annual Holiday Gift Guide for OrganicHudsonValley.com.

EDUCATION

University of SUNY New Paltz

BA in English/ Journalism minor (2012)

Graduated with honors/ magna cum laude

*Professional Copyediting,
Proofreading, and Fact-Checking
Certificate Program*

New York University (2022)

Freelance Writer and Creative Consultant

2013-Present: Various clients

Responsible for developing website content, writing SEO-based blog articles, feature stories, researching, copyediting, proofreading, and ghostwriting for various clients.

Clips

[21 Best Spring Shoe Trends for 2023 to Add to Your Closet](#)

[19 Best Perfumes for Mature Women](#)

[17 Best Skin Lifting Creams for Women](#)

[14 Best Folding Rowing Machines for Small Spaces](#)

[15 Best Meal Delivery Services for Menopause Weight Loss](#)

[Skip The Expensive Class With This At-Home Pilates Reformer](#)

[Over 50 and Fabulous: The New Show From QVC Everyone's Talking About](#)

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