

# **Fast Five** **Emily Hudson:** **Giving voice** **to vision**

By DEVIN WEEKS  
Staff writer

**M**et Emily Hudson, marketing communications consultant and founder of Write & Shine, LLC. A storyteller at heart, Emily is a copywriting specialist and editorial enthusiast. Her work has supported a wide array of domestic and international organizations, from expedition companies to tech platforms to digital publications and universities. She has a particular passion for creating unforgettable brand personalities, writing editorial interviews and creating traffic-stopping website content.

### **Generation:**

"I would describe myself as a person who was born in the wrong era. While I'm technically a Millennial, most of my personality traits blur the lines between generational stereotypes, and I'm often described as an old soul. Perhaps that's why I've dedicated myself to communications; storytelling not only connects me to my own past, but also connects me to people from every generation who need my help to bring their unique history, product, service or vision to life."

### **Career and community involvement:**

Owner, Write & Shine (Writenshine.com)  
Kootenai County Young Professionals  
Coeur d'Alene Downtown Association event volunteer

Yoga and meditation teacher at local yoga studios and The Coeur d'Alene Resort

### **1. When and how did you first discover your talent for writing and communications?**

"I've been a storyteller for as long as I can remember. As a visual learner, writing has always been my way of processing information. I am lucky to have parents who encouraged my early knack for wordsmithing and storytelling by connecting me with opportunities to share my passion for the craft. I've had a few game-changing leaders as well, especially during my University of Redlands education and early in my marketing agency career. It wasn't until an internship with Allrecipes.com, where I had an amazing copywriting mentor, that I realized my marketing career and writing didn't have to exist as two separate passions."

### **2. How would you describe your relationship with language?**

"I believe writing can spark positive change,

solve global problems and empower people to form a lasting relationship with the world around them. I'm also a big believer in the power of positive body language. Having experienced many different cultures, I believe that a simple smile is the most impactful form of communication. I try to transmit that sense of human-to-human connection in my writing. Especially in the digital age, we can't always see each other in-person, but I believe energy can be felt through the written word."

### **3. What are a few notable projects you've completed?**

"I recently returned from a writing assignment in the Galapagos Islands with [Quasar Expeditions](#). As the 'voice' of Quasar, I've spent the last year and a half creating their written word brand personality and infusing this voice in their marketing materials. My editorial and web content work for them is conservation-focused, with an emphasis on ecotourism, community education and wildlife conservation in Galapagos and Patagonia. As a result of this particular trip of a lifetime, I'll be working on editorial pieces that educate travelers and connect people to that remote, inspiring part of the world.

"I'm also proud of my content work for University of California, Riverside and Extension teams. It has been exciting to write for their website and magazine to bring awareness to higher education and career development possibilities for populations of people who may not have previously envisioned a brighter horizon for

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themselves.

Locally, I've enjoyed supporting The Coeur d'Alene Resort in a variety of ways, from blogging to helping develop fun event concepts. One of my favorite projects was the Hot Winter Nights write-up, adding a little humor and flare to the communications."

**4. What is something people would be surprised to learn about you?**

"Outside of writing, I'm also a yoga and meditation teacher. Over 13 years of practice and six years of teaching, yoga has taken me from California to Costa Rica to Coeur d'Alene. I love making yoga accessible for everyone and helping people feel like the most vibrant, de-stressed version of themselves.

I enjoy teaching for corporations, The Coeur d'Alene Resort's Live Well Weekends, Garden Street School of Yoga, Reform Studio and retreats."

**5. Why does the world need good communicators?**

"The world needs good communicators because I believe everyone has something unique and meaningful to say.

However, I've often found that people who have the most profound things to say don't necessarily enjoy or have time for writing. That's where communication-lovers like me come in. I thrive on helping people translate complex thoughts into words, bringing big ideas to life and giving voice to vision."