

ELYSE HART

ELYSEHARTCONTENT.COM

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SUMMARY

SEO wiz with a knack for creating compelling content that drives traffic, gets people talking, and boosts your bottom line.

EXPERIENCE

OCT 2021 – PRESENT

COPYWRITER & SEO CONTENT STRATEGIST, BLISSY LLC | [CASE STUDY](#)

- Executed successful SEO content strategies that drove significant increases in organic traffic, engagement, and revenue. Please view my [case study](#).
- Act as managing blog editor, overseeing a team of freelance writers. Instituted bonus policy to encourage top-quality work.
- Perform competitive analysis and conduct keyword research to select topics.
- Analyze web data and perform audits to gain insights into future strategy.
- Launched the Blissy “Expert Series” which features exclusive interviews.

2017 – 2022

FREELANCE COPYWRITER & STRATEGIST, SELECTED CLIENTS:

SCRIBD *digital publishing*

Read e-books and delivered book descriptions to be used as lead marketing copy for Audible’s top competitor.

SOMNOX *sleep tech robotics*

Conceptualized and wrote email marketing campaigns and social content for this Netherlands-based sleep tech robotics company.

FAIRY TALE PHYSICS *book publishing* | [CASE STUDY](#)

Advised on marketing strategy and designed a 5-part email marketing lead magnet sequence. Wrote social ads and designed ad creative.

VERSION POINT *healthcare app*

Advised on beta funnel strategy. Developed copy to funnel beta users through recruitment process. Included landing page, surveys, and emails to build hype for app launch.

NAVIGATE FOOD SAFETY SOLUTIONS *training & consulting*

Delivered top- and mid-funnel B2B video sales letters (VSLs) targeting food manufacturing professionals in Canada. Wrote headlines and copy for Facebook ads.

2013– 2019

HR PROFESSIONAL, LANDMARK THEATRES, PARTICIPANT MEDIA, ST. JOSEPH HEALTH

EDUCATION

B.A. PSYCHOLOGY, UNIVERSITY OF CALIFORNIA SANTA BARBARA (UCSB)

COURSEWORK, VARIOUS INSTITUTIONS

- **University of Maryland:** *Fundamentals of Digital Marketing*
Digital Marketing Analytics
- **Otis College of Art & Design:** *Micro Stories: Macro Impact*
- **Santa Monica College:** *Writing Workshop*

DIPLOMA, ORANGE COUNTY SCHOOL OF THE ARTS (OCSA)

- Creative Writing Conservatory

CERTIFICATES

- **SEMrush:** Competitive Analysis and Keyword Research
- **SEMrush:** SEO Fundamentals

SKILLS

- SEO strategy
- Content development
- Copywriting for digital media
- On-page optimization
- Competitive analysis
- Storytelling and creative writing
- Team leadership
- Web analytics
- Digital marketing
- Keyword and topic research
- Editing and publishing
- Content management

APPLICATIONS

- Ahrefs, SEMrush, Moz
- Google Analytics & Search Console
- Canva, GIMP, Davinci Resolve
- Meta Business Suite
- WordPress, Shopify CMS, Wix
- Tailwind, Hootsuite, Milanote
- Ableton Live 11, FL Studio, Sibelius
- ChatGPT, Jasper AI, CopyAI

ACTIVITIES

Outside of work, I pursue creative writing, music, and volunteer with animals. My work has been published in *Slipstream*, *The Nervous Breakdown*, *Maudlin House*, and others. I am the author of *White Noise Crucible* (Bottlecap Press, 2022) and the forthcoming *Poems for Squares*. I'm the 2020 winner of the *She Can, We Can* music composition contest at the University of North Carolina at Greensboro. Learn more at www.elysehart.com.