

---

# Emily Hill

---

## Senior Copywriter + Content Strategist

Master storyteller with a passion for crafting strategic, on-brand content that drives engagement, builds trust, and delivers results. Adept at leading cross-functional projects, mentoring writers, and translating complex ideas into clear, compelling narratives. Let's do this.

### EMPLOYMENT

#### Senior Copywriter, Pluralsight

*June 2024 to January 2025, Draper, Utah*

- Created content across the full funnel: emails, landing pages, paid ads, social, events, videos, keynotes, pitch decks, case studies, blog posts, and more
- Owned copy updates for brand guide; advised teams on tone and messaging
- Worked cross-functionally with design, DEX, and other teams
- Led out on copy in strategy and planning stages on larger campaigns
- Mentored fellow writers and reviewed copy for clarity, accuracy, and alignment
- Wrote landing page, email, and paid ad copy for 2025 Tech Forecast: 2.2k downloads in one month (vs. 4.9k total for 2024 Tech Forecast)

#### Lead Copywriter, Pluralsight

*March 2022 to June 2024, Draper, Utah*

- Created content across the full funnel: emails, landing pages, paid ads, social, events, videos, keynotes, pitch decks, case studies, blog posts, and more
- Developed audience-specific messaging informed by persona research and industry trends
- Concepted campaign ideas for major initiatives like product releases
- Created new paid ad templates to improve copy and performance
- Edited copy for consistent voice, accurate grammar, and project alignment
- Contributed to new company brand guide and messaging strategy
- Ideated with stakeholders to determine content that met key initiatives

#### Senior Copywriter, PhoneSoap

*June to December 2021, Lehi, Utah*

- Wrote product and promotional copy across digital and print: web, emails, brochures, sell sheets, and ads
- Partnered with design and marketing teams on seasonal and evergreen campaigns
- Applied SEO best practices to increase visibility and conversion
- Edited and proofread external-facing copy as needed

#### Senior Manager, Copy Team, Young Living Essential Oils

*April 2020 to June 2021, Lehi, Utah*

- Served as the primary copywriter for high-profile, multi-stage projects
- Contributed to the planning and execution of US marketing programs
- Managed and mentored a team of copywriters; provided feedback, coaching, and support
- Ensured brand consistency and copy quality across all touchpoints

### DETAILS

Sandy, Utah 84092

801.859.6342

[emihill@gmail.com](mailto:emihill@gmail.com)

### PORTFOLIO

[emihill.com](http://emihill.com)

### EDUCATION & CERTS

#### BS, Business Management

*Brigham Young University*

#### ACES Certificate in Editing

*Poynter's News University*

#### Prompt Engineering for ChatGPT

*Coursera*

#### Digital Marketing

*HubSpot Academy*

#### Content Marketing

*HubSpot Academy*

#### Foundations of UX Design

*Coursera*

### SKILLS

Content strategy, creative direction, brand storytelling

---

Editing for clarity, grammar, flow, and voice

---

SEO + UX writing best practices

---

Campaign development (email, paid, web, social, events)

---

Cross-functional collaboration with design, product, marketing

---

Tools: Asana, Workfront, Figma, Canva, Ziflow, WordPress, Slack, Google Workspace, Microsoft Office, ChatGPT

### **Copywriter II, Young Living Essential Oils**

*November 2018 to April 2020, Lehi, Utah*

- Created copy for blogs, landing pages, videos, social, press releases, and more
- Partnered with cross-functional teams to deliver member-facing campaigns across regions

### **Owner & Food Blogger, HalfScratched.com**

*January 2010 to June 2021, Sandy, Utah*

- Created original recipes, photography, and SEO-optimized content
- Grew blog organically through social media and sponsored partnerships

### **Communications Manager, The LoveSac Corporation**

*December 2003 to February 2006, Salt Lake City, Utah*

- Created company style guide and managed brand communications across print and digital
- Owned internal and external communications, including newsletters and press releases