

Emily Hill, Senior Copywriter + Content Strategist

I'm a master storyteller who informs, engages, and inspires. I'm also an initiative-taking, hardworking team player who loves a challenge and any opportunity to learn something new. Let's do this thing.

EMPLOYMENT

Senior Copywriter, Pluralsight

June 2024 to January 2025, Draper, Utah

- Write and edit copy for emails, web pages, paid media, social, events, video scripts, keynotes, pitch decks, case studies, slide decks, and blog posts
- Collaborate cross-functionally with design, DEX, and other teams
- Lead out on copy in strategy and planning stages on larger campaigns
- Test copy and design and use data to optimize performance
- Guide and support other copywriters on deliverables for their projects
- Wrote copy for the pilot episode of new interactive webinar; helped boost registrations from 200 to 1.5k and attract 600+ live attendees
- Wrote landing page, email, and paid ad copy for 2025 Tech Forecast: 2.2k downloads the first month vs. 4.9k the full year for the 2024 Tech Forecast

Lead Copywriter, Pluralsight

March 2022 to June 2024, Draper, Utah

- Wrote and edited copy for emails, web pages, paid media, social, events, scripts, keynotes, pitch decks, case studies, slide decks, and blog posts
- Researched industries and produce personalized content by audience
- Concepted campaign ideas for major initiatives, like product releases
- Created new paid media templates to improve copy and performance
- Edited copy for consistent voice, accurate grammar, and project alignment
- Ideated with stakeholders to determine content that met key initiatives

Senior Copywriter, PhoneSoap

June to December 2021, Lehi, Utah

- Wrote copy for brochures, emails, sell sheets, product pages, and print ads
- Collaborated with other teams on small- and large-scale projects
- Used SEO best practices to maximize copy's reach
- Edited and proofread 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
- Supported team of writers; provided coaching, mentorship, and support
- Reviewed copy for voice, consistency, clarity, grammar, and punctuation
- Contributed to the planning and execution of US marketing programs

Copywriter II, Young Living Essential Oils

November 2018 to April 2020, Lehi, Utah

- Worked under the VP of Content Marketing & Communications to implement marketing strategies for US and global markets
- Wrote copy for blog posts, emails, newsletters, PIPs, landing pages, micrographics, videos, press releases, texts, and social posts
- Collaborated with other teams on campaigns for member-facing initiatives

Owner & Food Blogger, HalfScratched.com

January 2010 to June 2021, Sandy, Utah

- Created and photographed family-friendly recipes; wrote all recipe posts
- Worked with brands to write sponsored content that fit the site's brand
- Used SEO tools and social media to drive traffic to site

Communications Manager, The LoveSac Corporation

December 2003 to February 2006, Salt Lake City, Utah

- Created and updated company style guide and corporate templates
- Wrote press releases and company newsletter; edited quarterly newsletter
- Edited product info and copy for website and printed materials

DETAILS

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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

Brainstorm content strategy

Craft engaging content

Edit copy for correctness, cohesiveness, and flow

Apply SEO best practices

Maintain brand voice + style

Collaborate across teams

Work proficiently in Asana, WorkFront, Figma, Canva, Ziflow, Google Workspace, Slack, WordPress, ChatGPT, and Microsoft Office

PORTFOLIO

emihill.com