

HILARY WEISSMAN

CONTENT PRODUCER + PROJECT MANAGEMENT PROFESSIONAL (PMP)®



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Brooklyn, N.Y.



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SKILLS

Copy Editing

SEO Copywriting

Web Content Creation

AP Style

Video Editing

Creative Strategy

Recruitment Efforts

Publications

Research

Interviewing

EDUCATION

B.A. in Journalism

University of Maryland

College Park, MD

2008-2012

University Honors Program-

Commencement Award-2012

Project Management Professional (PMP)® Certificate

Project Management

Institute

2024

“Creating and Communicating Brand Value” Marketing Certification

eCornell, Cornell University

2019

PROFESSIONAL SUMMARY

Experienced and creative Media Production Coordinator that has served as a Senior Brand, UX, and Marketing Content Copywriter, as well as Copy Editor. Deeply passionate about health and wellness, mental health awareness, and social justice with a pronounced interest in all things the arts has to offer, from comedy to theatre. Exceptionally organized with an eye for detail, I strive to continually set the bar higher and excel further. My work has appeared on GoodRx.com, HealthiNation.com, WeightWatchers.com, TheKnockturnal.com, and PasteMagazine.com, and featured in-print in *Moment*, *Weight Watchers*, *Muscle & Fitness HERS*, and *Capitol File* magazines, among others.

PROFESSIONAL EXPERIENCE

MEDIA PRODUCTION COORDINATOR

3/2021-2/2025

GoodRx, New York, N.Y.

Began as a Health Writer and Editor. In 2023, promoted to Media Production Coordinator, acting as lead publisher of new content and QA updates from 2-year medical reviews on CMS.

- Successfully published 70 new videos per month to meet quarterly goal of 210 new videos per quarter.
- Efficiently migrated library of ~3,000 videos to GoodRx's YouTube Channel.
- Conducted interviews on camera with medical experts to create 6-8 educational videos per endemic health topic.
- Researched endemic health issues and prepared questions for physician interviews for 10 videos, bi-weekly.
- Performed quality assurance (QA) updates to our videos after 2-year medical reviews and Editorial audits.
- Selected to be the H1 2023 Women's Community Resource Group (CRG) lead, serve on DEI Committee.
- Wrote three scripts a week for both QuickCut (QC) videos and brief talking head videos from interview transcripts with medical experts.
- Produced three short, informational SEO-driven QC videos per week for wellbeing and lifestyle content.
- Rebranded HealthiNation's library of more than 2,000 videos to be integrated in GoodRx Health.
- Contributed long-form articles to the GoodRx Health Wellbeing vertical.
- Translated English articles to Spanish to help reach a wider audience as part of a partnership with Univision.
- Sourced talent for and helped produce video shoots starring HIV thrivers in partnership with BET.
- Curated shot lists, co-produced video shoots, and directed B-roll video shoots incorporated in GoodRx content.
- Coordinated video shoots with top medical experts for a variety of endemic health issues.
- Wrote five video articles a week incorporating SEO and medical review while working under HealthiNation.
- Mentored our summer intern in her writing and research projects during weekly check-ins.

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TECHNICAL

Proficient in AP Style

Intermediate Spanish Language

Video Editing: Wochit, FinalCut

CMS: Contentful, Wordpress,
Drupal, Youtube

Project Management Software:
Jira, Confluence, Asana

Interface Design: Zeplin, Figma

AWARDS

GoodRx's LevelUp Hackathon 2nd Place Team for Prototypical Video Episode "Real People, Real Answers" on topic of HIV advocacy.

Braze's 2020 Campaign of the Year- Wrote WeightWatchers FAQ, landing page, and email campaign transitioning in-person members to virtual

Weight Watchers International Transformer Award, 2017 for commercializing *WW Focus* workshop materials.

S&P Global ACE Gold Award and 3 Bronze Awards for high profile ratings releases.

LEADERSHIP & AFFILIATIONS

Power the Polls + NY Board of Elections – Poll Worker
2020 - Present

Ideas Generation - Active Member
2019 – Present

PAWS NY - Volunteer
2017 – Present

PROFESSIONAL EXPERIENCE CONT'D

SENIOR COPYWRITER

1/2016-12/2020

WeightWatchers, New York, N.Y.

Began as Content Copywriter in 2019. Promoted to Senior Copywriter in 2019 following years of impactful, high-quality contributions.

- Wrote annual email campaign copy decks for our annual food program innovation launches.
- Integrated communications across full-funnel global marketing in line with tone of voice and style guides.
- Mentored our summer interns and facilitated hiring new junior copywriters.
- Created a local marketing toolkit of brochures, posters, emails, and flyers for field employees.
- Transitioned in-person Workshop members to Virtual Workshops over Zoom during the COVID-19 pandemic.
- Led all recruitment and product sales communications and partnered with our product team's user experience (UX) designers.
- Joined in UX design sprints and user testing to test new digital features.
- Delivered 12 weekly creative copy decks for recruitment email campaigns.
- Responsible for 94% increase in sign-ups year over year, member retention, e-commerce, and special events.
- Led efforts to streamline processes and improve transparency in our asset creation in line with our rebrand.
- Commercialized retention initiatives in 12 program books for WW Focus workshops (see awards section).
- Conceptualized the communications framework for our rewards program.
- Collaborated with marketing teams to manage projects in various collaborative platforms, like Jira and Zeplin.
- Wrote targeted digital campaigns, in-app copy, social challenges, and printed direct mail and studio collateral.
- Recruited 50 new members at several stops on Oprah's 2020 Vision: Your Life in Focus tour.

COPY EDITOR

11/2012-1/2016

S&P Global, New York, N.Y.

Began as an Editorial Intern in 2012 and following months of dedicated efforts was hired as An Assistant Editor in 2013. In 2014, I was promoted to Copy Editor.

- Co-wrote high-profile ratings criteria, thought leadership pieces, press releases, and quarterly roundtables.
- Edited press releases and transaction reports for Structured Finance ratings.
- Published 5-10 weekly articles to the company websites and coordinated releases across several departments.
- Mentored and trained our summer editorial interns to help prepare them to be hired by our team.

FREELANCE

- The Knockturnal – Writer 9/2016-present
Write theater reviews, celebrity interviews, and NYC event recaps.
- Carolina Herrera – Copywriter 8/2022-3/2023
Copy edited event manuals and wrote e-commerce product descriptions.
- Gannett | USA Today Network – Content Writer 11/2021-1/2022
Wrote articles for Gannett's in-house branded content studio GET Creative.