

# 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

## AWARD S

**GoodRx's LevelUp Hackathon 2<sup>nd</sup> 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.*
- Gannet | USA Today Network – Content Writer 11/2021-1/2022  
*Wrote articles for Gannett's in-house branded content studio GET Creative.*