

HILARY WEISSMAN

CONTENT STRATEGIST & PROJECT MANAGEMENT PROFESSIONAL (PMP)®



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Lisbon, Portugal



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SKILLS

Content & Creative Strategy

Copy Editing

SEO Copywriting

Web Content Creation

AP Style

Video Editing

Recruitment Efforts

Publication

Research

Interviewing

EDUCATION

B.A. in Journalism

University of Maryland

College Park, MD

2008-2012

University Honors Program-

Commencement Award-2012

“Creating and Communicating Brand Value” Marketing Certification

eCornell, Cornell University

2019

Project Management Professional (PMP)®

Project Management
Institute, Technical Institute
of America

2024

PROFESSIONAL SUMMARY

Experienced and creative Media Production Coordinator that has served as a Senior Content Strategist, a Brand, UX, and Marketing Content Copywriter, and as a 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 People.com, GoodRx.com, HealthiNation.com, WeightWatchers.com, TheKnockturnal.com, and PasteMagazine.com, and in-print in *Moment*, *Weight Watchers*, *Muscle & Fitness HERS*, and *Capitol File* magazines.

PROFESSIONAL EXPERIENCE

SENIOR CONTENT STRATEGIST

4/2025-1/2026

Weber Shandwick, New York, N.Y.

Joined the Health Content Strategy team as a senior manager, writing and collaborating on internal and external communications for pharmaceutical clients and agency leadership.

- Strategized therapeutic area narratives and social media content for several pharmaceutical companies with client experience teams.
- Wrote and edited human interest medical stories sponsored by clients that have appeared on *People.com*, *Men's Health*, *Women's Health*, and other owned channels.
- Presented medical reporters' media influence scores with internal algorithms and AI-assisted research, as well as machine readability indexes for prompt development and analysis to optimize owned content.
- Edited agency leadership's 2026 predictions essays across business and cultural choreography, AI and the future of the PR industry, and consumers and creativity.
- Mentored content strategists on the health team.

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.

- Published 70 new videos/month to meet quarterly goal of 210 videos/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 video QA updates after 2-year medical reviews and Editorial audits.
- Selected to be the H1 2023 Women's Community Resource Group (CRG) lead.
- 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 GoodRx.
- Contributed long-form articles to the GoodRx Health Wellbeing vertical.
- Translated English articles to Spanish in partnership with Univision.
- Sourced talent, curated shot lists, co-produced video shoots, and directed B-roll starring HIV thrivers for BET partnership.
- Coordinated video shoots with medical experts covering endemic health issues.
- Wrote five video articles a week with SEO and medical review for HealthiNation.
- Mentored our summer intern on writing and research projects.

TECHNICAL

Proficient in AP Style

Intermediate Spanish Language

Video Editing: Wochit, FinalCut

CMS: Contentful, Wordpress,
Drupal, Youtube

Project Management Software:
Jira, Confluence, Asana, Airtable

Interface Design: Canva, Figma

AWARDS

GoodRx's LevelUp Hackathon 2nd Place Team, 2021 for Prototypical Video Episode "Real People, Real Answers" on topic of HIV advocacy.

Braze's 2020 Campaign of the Year for 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, 2013-2016 for high profile ratings releases.

SERVICE

New York Board of Elections – Poll Worker 2020-2024

Worked eight elections at voter check in, scanners, and accessibility stations in Brooklyn.

PAWS NY – Volunteer 2017-2026

Walked dogs and fostered cats in Manhattan and Brooklyn for owners in need of assistance.

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 9/2016-4/2025
Wrote theater reviews, celebrity interviews, and NYC event recaps.

- Carolina Herrera 8/2022-3/2023
Copy edited event manuals and wrote e-commerce product descriptions.

- Gannett | USA Today Network 11/2021-8/2022
Wrote articles for Gannett's in-house branded content studio GET Creative.