

Copywriter & Content Strategist

Elyse Hart

www.elysehart.com

Objective

Looking to crank out the best copy my brain can muster. Seeking a freelance role working with a group of creative, goal-focused people to make work that wows.

Content Strategist & Copywriter 2021 – Present

Blissy *beauty and wellness e-commerce*

Oversee a team of freelance writers as editor to produce SEO blog content. Analyze, audit, and research content needs and maintain content calendar. Conceptualize and write marketing and advertising copy such as website copy, emails, social ads, and packaging.

Freelance Copywriter 2017 – Present

A selection of past and current clients.

Somnox *sleeptech robotics*

Conceptualize and write email marketing campaigns, LinkedIn posts, and other social content for this Netherlands-based sleeptech robotics company.

Groza Learning Center / Groza Care Foundation *edtech*

Write marketing copy for materials such as print brochures. For non-profit branch, write fundraising emails, reports, and press releases.

Fairy Tale Physics *educational books*

Advised on marketing strategy and designed a 5-part email marketing lead magnet sequence. Wrote social ads and designed ad creative.

Damila *beauty e-commerce*

Conceptualized, designed, and wrote copy for print ads. Wrote website copy for entire product line. Delivered Google Search ads for target audience.

Navigate Food Safety Solutions *training and consulting*

Delivered top- and mid-funnel B2B video sales letters (VSLs) targeting food manufacturing professionals in Canada. Wrote headlines and copy for Facebook ads.

Version Point *healthcare app*

Developed copy to funnel beta users through recruitment process. Included landing page, surveys, and emails to build hype for upcoming app launch.

Education

BA, Psychology
UC Santa Barbara

Course: Micro Stories
Otis College of Art & Design

Course: Digital Marketing
University of Maryland

Skills

- SEMrush / Ahrefs
- Wordpress / Shopify
- Milanote / Tailwind
- Audio mixing/editing
- Sound design
- Graphic design
- Video editing

Publishing Credits

Slipstream Magazine
Maudlin House
Rogue Agent
Okay Donkey Magazine
Doghouse Press
The Nervous Breakdown
The Los Angeles Press

Contact

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