

HILARY WEISSMAN

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Portfolio: hilaryweissman.com

PROFESSIONAL EXPERIENCE

GoodRx

New York, N.Y.

Health Writer (HealthiNation from GoodRx); Editor

March 2021-present

- Manage video shoot pre-production processes, including talent booking and content ideation.
- Research endemic health issues and prepare questions for physician interviews for 10 videos, bi-weekly.
- Publish new 70 videos per month towards our quarterly goal of 210 new videos per quarter.
- Write three scripts a week for both QuickCut (QC) and from interview transcripts with medical experts.
- Produce 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.
- Contribute long-form articles to the GoodRx Health Wellbeing vertical.
- Translate 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.
- Curate shot lists, co-produce video shoots, and direct B-roll video shoots incorporated in GoodRx content.
- Coordinate video shoots with top medical experts for a variety of endemic health issues.
- Conduct interviews on camera with medical experts to create 6 to 8 2-minute educational videos per topic.
- Wrote five video articles a week incorporating SEO and medical review doing business as HealthiNation.
- Received diversity, equity, and inclusion training with the company's "Allyship Cardinals" group.
- Mentored our summer intern in her writing and research projects during weekly check-ins.

WW (formerly Weight Watchers) International, Inc.

New York, N.Y.

Content Copywriter; Senior Copywriter — Global Brand Content

January 2016-December 2020

- 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 communications and partnered with our product team's user experience (UX) designers.
- Participated in UX design sprints and user testing to ideate on new digital features.
- Delivered 12 weekly creative copy decks for email campaigns for recruitment.
- 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.
- Wrote personal essays and interviewed fellow members for success stories about their experience.
- Collaborated with external partners to develop mutually beneficial organic copy for both brands, including Headspace, Blue Apron, Aaptiv, FitOn, MSC Cruises, Freshrealm, and more.

S&P Global (formerly Standard & Poor's Ratings Services)

New York, N.Y.

Editorial Intern; Assistant Editor; Copy Editor

November 2012-January 2016

- Co-wrote high-profile ratings criteria, thought leadership pieces, press releases, and quarterly roundtables.
- Edited press releases and transaction reports for the Structured Finance ratings groups.
- 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.

SKILLS

Technology: Wochit video editing, CMS: Contentful, Wordpress, and Drupal, Jira, Confluence, Zeplin, and Asana.

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FREELANCE

Carolina Herrera
Copywriter

August 2022-present
Remote

- Copy edit event manuals and write e-commerce product descriptions for CH collections.

Gannett | USA TODAY NETWORK
Branded Content Writer; GET Creative

November 2021-January 2022
Remote

- Wrote 600-800 word articles for Gannett's in-house branded content studio GET Creative.

PROFESSIONAL AWARDS

- Won second place with my team at GoodRx's LevelUp Hackathon for our "Real People, Real Answers" video series (out of 23 teams presenting and hundreds of submissions); we created a prototypical episode featuring an HIV advocate answering the top questions searched online about the illness to be shared on all social platforms.
- Wrote WW FAQs, landing page, and email communications to help transition in-person Workshop members, spanning a wide age range and experience in digital technology, to virtual platforms, which won Braze's October 2020 Campaign of the Year Award.
- Won the Weight Watchers International Transformer Award in April 2017 for commercializing WW Focus workshop materials, including writing 12 workbooks, in collaboration with a life coach and graphic designer.
- Won the McGraw-Hill Financial (parent company of S&P Global) Acknowledging And Celebrating Excellence (ACE) Gold Award and three Bronze awards for disciplined execution of high-profile ratings releases, driving performance, and analytical excellence in thought leadership, nominated by my colleagues.

LEADERSHIP AND AFFILIATIONS

- **Poll Worker with Power the Polls and NY Board of Elections** **November 2020-present**
Worked the Inspection Table in Brooklyn's Bedford-Stuyvesant neighborhood for the 2020 presidential election and 2021 Democratic primary.
- **Member of Ideas Generation (formerly Inclusion NextWork)** **August 2019-present**
Participate in virtual weekly plenaries to discuss issues of inclusion, diversity, equity, accessibility, and social justice in our personal and professional environments with young leaders around the country. Attended the inaugural two-day "I.D.E.A.S. for the Future Summit" and "Designing Equitable Communities Workshop."
- **Volunteer with PAWS NY** **January 2017-present**
Walk clients' dogs and foster cats for clients in physical and financial need.
- **Member of Sigma Kappa Sorority** **April 2009-present**
Served on the Executive Board as VP of Scholarship from January 2010-December 2010.

EDUCATION AND CERTIFICATION

Bachelor of Arts, Journalism, University of Maryland, College Park **September 2008-May 2012**

Philip Merrill College of Journalism; Major: News/Editorial-Magazine writing track; Minor: Spanish

University Honors Program: Completed five advanced seminar courses on top of my Bachelor of Arts degree.

- Received Commencement Award for Appreciation for Volunteer Service to the Philip Merrill College of Journalism in May 2012 for speaking at panels to recruit prospective students in each of the Fall 2010-Spring 2012 semesters.
- Awarded Presidential Scholarship all eight semesters Fall 2008-Spring 2012.

Alcalingua, University of Alcalá

Alcalá de Henares, Spain

Participant in the Maryland-in-Alcalá program

January 2011-April 2011

Completed 15 credits in intensive Spanish grammar and conversation, culture and civilization, and cinema and theater to complete my Spanish minor degree.

eCornell, Cornell University

March 2019

"Creating and Communicating Brand Value" Marketing Certification

Remote