

Dwight Hill

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### *Summary*

Dynamic senior copywriter and marketing strategist with a proven track record of driving brand engagement and sales through compelling content and innovative marketing techniques. Highly skilled in developing and executing comprehensive brand messaging strategies, persuasive copywriting, and leveraging data-driven insights to achieve exceptional results. Expertise in integrating cutting edge language models (LLMs) and advanced Python programming for data gathering and analytics to optimize content creation and marketing campaigns.

### *Experience*

#### *Senior Copywriter & Marketing Strategist*

LL Flooring

*December 2021 - Present*

- *Revolutionized* content workflows by integrating LLMs, significantly enhancing content quality, consistency, and efficiency across all marketing channels, resulting in a *35% increase in content output* and a *20% improvement in customer engagement*.
- *Engineered* a bespoke LLM fine-tuning process to align with brand objectives, leading to a *30% increase in sales conversions* and a *25% boost in customer retention*.
- *Led* the development and implementation of a transformative brand messaging strategy and copy style guide, ensuring a cohesive and powerful brand voice, contributing to a *50% increase in brand recognition*.
- *Authored* captivating product descriptions for over 500 new products, driving a *40% surge in sales* and a *45% increase in online traffic*.
- *Innovated* product narratives and branding initiatives, resulting in a *60% increase in customer engagement* and significant improvements in brand perception.
- *Expanded* content offerings by creating persuasive scripts for YouTube, social media copy, app content, and notifications, resulting in a *70% increase in social media followers* and a *50% increase in app downloads*.

- *Developed and maintained* comprehensive databases for marketing copy, HVAs, RTBs, and ValProps, ensuring a data-driven approach to content optimization.
- *Deployed* advanced web scraping scripts using Python to gather data from company and competitor websites, enabling detailed competitive content analyses and the creation of extensive content libraries. This effort led to a *25% improvement in strategic content alignment* and a *30% increase in omni-channel consistency*.

#### *Copywriter*

EAB

*April 2021 - September 2021*

- *Crafted* highly targeted email campaigns for a diverse client base of colleges and universities, resulting in a *25% increase in enrollment* for promoted programs.
- *Developed* a comprehensive style guide and messaging framework, ensuring *uniformity and impact* across all client communications.

#### *Content Marketing Specialist*

Doug Walker Consulting

*March 2020 - April 2021*

- *Produced* high-quality, SEO-optimized blog content and articles for small business, legal, and tech clients, leading to a *40% increase in organic traffic*.
- *Conducted* in-depth competitor analysis and keyword research, *informing* content strategy and maximizing search engine visibility.

#### *Content Marketing Specialist*

YouthNoise

*April 2015 - March 2020*

- *Created* engaging, data-driven copy for blogs, product descriptions, social media posts, and email campaigns.
- *Executed* comprehensive content marketing strategies for B2B clients across multiple industries, resulting in a *35% increase in client ROI*.

#### *Freelance Copywriter and Copy Editor*

*May 2013 - December 2021*

- *Collaborated* with high-profile clients including Capital One, Walker & Company, JuicyMail, and Calendly to *develop and execute* impactful digital marketing and social media strategies, driving *50% growth in client engagement*.

## *Education*

*Hampton University*

*2004 - 2008*

Bachelor of Arts (BA) Art History / Marketing

## *Core Skills*

- Copywriting
- Content Strategy
- Brand Messaging
- LLM Integration
- Editing
- Marketing
- Advertising
- SEO
- WordPress
- Drupal
- MS Office
- Linux
- Adobe Creative Suite
- Python Programming
- Data Analytics
- Web Scraping