

Dwight Hill Jr.

Lead Writer, Editor, and Content Automation Specialist

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Professional Summary

Dynamic lead 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 creation of custom marketing automation tools, data gathering, and advanced analytics to optimize content creation and marketing campaigns.

Core Competencies

Marketing Skills	Technical Skills	Soft Skills
Copywriting	Python Programming	Bilingual Communication (English/Spanish)
SEO Optimization	SQL	Team Leadership
Content Strategy	Web Scraping	Creative Problem-Solving
Email Marketing	Data Analysis	Adaptability
Social Media Strategy	Machine Learning	Project Management
Brand Voice Development	API Integration	Public Speaking
Google Analytics	NLP	
WordPress, Drupal	HTML, CSS, JavaScript	
Adobe Creative Suite	JIRA, Trello	
HubSpot, SEMrush		

Professional Experience

Lead Writer + Content Automation | LL Flooring (December 2021 - Present)

At LL Flooring, a leading national retailer in the flooring industry, I serve as the cornerstone of marketing communications. My role involves crafting compelling narratives that resonate with both commercial and residential customers across the entire customer journey. I collaborate with cross-functional teams to ensure our brand voice is consistently represented across all touchpoints, from in-store experiences to digital platforms.

My work directly contributes to the company's mission of delivering high-quality flooring solutions while maintaining a strong market presence in a competitive home improvement sector. While spearheading omnichannel marketing communications for this Fortune 1000 retailer -- driving brand consistency and customer engagement across diverse platforms - I have been able to achieve the following...

Key Achievements	Impact
Overhauled content workflows by integrating LLMs and custom automation tools	Enhanced content quality, consistency, and efficiency across channels
Engineered bespoke content automation process to align with brand objectives	Streamlined and boosted marketing content generation
Led the development and implementation of a transformative brand messaging strategy and copy style guide	Established consistent brand voice that increased recognition
Authored captivating product descriptions for over 500 new products	Ensured consistent formatting and applied automation techniques to streamline updates
Expanded content offerings by creating persuasive scripts for YouTube, social media copy, app content,	Drove increase in social media followers across channels

Key Achievements

Impact

and notifications

Developed and maintained comprehensive databases for marketing copy, HVAs, RTBs, and ValProps

Ensured consistency in marketing copy and enabled data-driven insights for new content generation

Deployed advanced web scraping scripts using Python to gather data from company and competitor websites

Enabled detailed competitive content analyses and the creation of extensive content libraries

Copywriter | EAB (April 2021 - September 2021)

At EAB, a leading education technology and consulting firm, I played a crucial role in supporting higher education institutions in their student recruitment and retention efforts. My work focused on creating persuasive, tailored content that spoke directly to prospective students and their families, addressing their concerns and highlighting the unique value propositions of each institution.

Content Marketing Specialist | Doug Walker Consulting (March 2020 - April 2021)

At Doug Walker Consulting, a boutique digital marketing agency, I served as a key strategist for a diverse portfolio of clients ranging from tech startups to established B2B companies. My role involved developing comprehensive content marketing strategies that aligned with each client's unique business objectives and target audience.

Content Marketing Specialist | YouthNoise (April 2013 - March 2020)

At YouthNoise, an independent digital marketing agency, I played a pivotal role in developing and executing content strategies for a diverse clientele ranging from non-profits to national for-profit brands. This position demanded exceptional versatility, as I crafted compelling narratives and marketing campaigns tailored to each client's unique audience and objectives. My responsibilities included creating multi-platform content strategies that leveraged social media, blog posts, video content, and email campaigns to build strong brand identities and drive meaningful engagement across various sectors.

Education and Certifications

- Bachelor of Arts in Art History / Marketing, Hampton University, 2004 - 2008
- Certified Python Programmer
- Google Analytics Certified
- HubSpot Inbound Marketing Certified

Professional Philosophy

1. Blend creativity with data-driven insights for maximum marketing impact.
2. Continuously explore and integrate new technologies to enhance marketing strategies.
3. Prioritize clear, engaging communication in both English and Spanish markets.
4. Foster a collaborative, innovative team environment.
5. Commit to ethical marketing practices and "Marketing for Good" initiatives.

Additional Information

- Fluent in English and conversant in Spanish, with a knack for culturally relevant content creation.
- Passionate about leveraging AI and machine learning in marketing strategies.
- Experienced in developing custom marketing tools and data-collection programs.
- Advocate for using marketing skills to promote social causes and activism.