

Dwight Hill

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Professional Summary

Writer, Editor, and Content Marketing Expert with over a decade of experience in developing and executing comprehensive content strategies across multiple digital platforms. Proven ability to craft compelling narratives, optimize content for search, and drive engagement. Expertise in managing content production, overseeing resources, and leveraging data-driven insights to inform strategic decisions. Skilled in collaborating with cross-functional teams to elevate brand presence and establish industry leadership. Proficient in various programming languages and adept at automating workflows to boost productivity and marketing effectiveness.

Core Competencies & Skills

- Content Strategy & Management
- Copywriting & Editing
- SEO Best Practices & Keyword Optimization
- Social Media Strategy & Engagement
- Email Marketing & Funnel Content Creation
- Performance Metrics Analysis & Reporting
- Team Leadership & Resource Management
- Data-Driven Decision Making
- Cross-Functional Collaboration & Project Management
- HTML, CSS, Java, Python, C++, SQL
- Web Scraping & API Integration
- Automation & Workflow Optimization
- Problem Solving & Creative Thinking
- Content Management Systems (e.g., WordPress)
- Project Management Tools (e.g., Asana)
- Analytics Tools (e.g., Google Analytics GA4, Semrush)

Professional Experience

Lead Writer & Content Strategist | LL Flooring

December 2021 -- Present

Lead the development and execution of content strategies aligned with business objectives, driving brand recognition and digital presence. Manage the content production lifecycle, ensuring all content aligns with brand voice and messaging. Collaborate with SEO and marketing teams to optimize content for search and maximize audience reach.

- Developed and maintained content calendars to guide strategic content initiatives.
- Created high-quality, engaging content for blogs, social media, email campaigns, catalogs, web pages, product pages, and more.

- Managed freelance writers and design resources, overseeing workload and output quality.
- Implemented SEO best practices to optimize content and drive organic traffic growth.
- Analyzed content performance metrics and provided insights to stakeholders.
- Developed and automated content production workflows, saving hundreds of hours for the content team.
- Guided the content strategy during a major rebrand, ensuring cohesive and impactful messaging.
- Spearheaded content strategies that resulted in increased online traffic and a significant boost in sales through the company blog.

Email Marketing Manager | EAB

April 2021 -- September 2021

Managed the content strategy for targeted email marketing campaigns, enhancing engagement and conversion rates. Worked cross-functionally with design, content, and analytics teams to develop cohesive, data-driven content strategies that supported broader marketing objectives.

- Led content creation for lifecycle email marketing, enhancing customer engagement.
- Developed SEO-optimized content for email campaigns, integrating keyword strategies.
- Analyzed and reported on key performance metrics, providing actionable insights.
- Led targeted email marketing campaigns that successfully increased student enrollment at key university programs.
- Collaborated with design teams to create cohesive messaging across all platforms.

Content Marketing Specialist | Doug Walker Consulting

March 2020 -- April 2021

Drove content strategy and execution across multiple digital platforms, focusing on SEO, social media, and email marketing. Conducted industry research and competitor analysis to identify content opportunities and inform strategic initiatives.

- Managed social media platforms, developing strategies to increase brand awareness and engagement.
- Collaborated with SEO specialists to create optimized content, driving search engine visibility.
- Provided data-driven recommendations to improve content performance and ROI.
- Produced SEO-driven content that significantly increased clients' organic traffic and enhanced their online presence.

Content Marketing Specialist | YouthNoise

April 2015 -- March 2020

Developed and managed content strategies for B2B clients, focusing on multi-channel engagement and SEO best practices. Collaborated with design and marketing teams to produce compelling content that aligned with client goals and brand positioning.

- Developed B2B marketing strategies that raised client ROI through effective content across multiple channels.

Education

Bachelor of Arts in Marketing and Graphic Design | Hampton University

Languages

- English: Native
- Spanish: Conversant

Professional Philosophy

Leverage creativity and data-driven insights to craft compelling content that drives engagement and positions brands as industry leaders. Focus on optimizing content performance through strategic planning and collaboration, ensuring consistent and impactful messaging across all digital platforms. Approach challenges from a user-centric perspective while maintaining technical excellence. Prioritize efficiency and optimization in all workflows. Embrace new technologies and continuously adapt to industry standards.