

ELYSE HART

WWW.ELYSEHARTCONTENT.COM

Los Angeles, CA · elysehart@gmail.com · (714) 504-0524

<https://www.linkedin.com/in/elyse-hart/>

SUMMARY

SEO wiz and copywriter with a knack for creating compelling content that drives traffic, gets people talking, and boosts your bottom line.

EXPERIENCE

OCT 2021 – PRESENT

COPYWRITER & SEO CONTENT STRATEGIST, BLISSY LLC | [CASE STUDY](#)

- Executed successful SEO content strategies that increased organic traffic eightfold and keyword rankings 17-fold in eight months.
- Act as managing blog editor, leading a team of five freelance writers. Instituted bonus policy to encourage top-quality work.
- Analyze web data and perform audits to gain insight into to future strategy.
- Launched the Blissy “Expert Series” which features exclusive video interviews with dermatologists, sleep experts, and hair stylists.

2017 – 2022

FREELANCE COPYWRITER & STRATEGIST, SELECTED CLIENTS:

SCRIBD *digital publishing*

Read e-books and delivered book descriptions to be used as lead marketing copy for Audible’s top competitor.

SOMNOX *sleep tech robotics*

Conceptualized and wrote email marketing campaigns and social content for this Netherlands-based sleep tech robotics company.

FAIRY TALE PHYSICS *book publishing* | [CASE STUDY](#)

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

VERSION POINT *healthcare app*

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

2013– 2019

HR PROFESSIONAL, LANDMARK THEATRES, PARTICIPANT MEDIA, ST. JOSEPH HEALTH

EDUCATION

B.A. PSYCHOLOGY, UNIVERSITY OF CALIFORNIA SANTA BARBARA (UCSB)

COURSEWORK, VARIOUS INSTITUTIONS

- **University of Maryland:** *Fundamentals of Digital Marketing*
Digital Marketing Analytics
- **Otis College of Art & Design:** *Micro Stories: Macro Impact*
- **Santa Monica College:** *Writing Workshop*

DIPLOMA, ORANGE COUNTY SCHOOL OF THE ARTS (OCSA)

- Creative Writing Conservatory

CERTIFICATES

- **SEMrush:** Competitive Analysis and Keyword Research
- **SEMrush:** SEO Fundamentals

SKILLS

- Search Engine Optimization (SEO)
- Strategic content development
- Digital copywriting
- Team leadership
- Content management
- Competitive analysis
- Web analytics
- Storytelling
- Keyword research
- Copy editing

APPLICATIONS

- Ahrefs, SEMrush, Moz
- Google Analytics, Ads, & Search Console
- Canva, GIMP, Davinci Resolve
- Meta Business Suite
- WordPress, Shopify, Wix
- Tailwind, Hootesuite
- Ableton Live 11
- ChatGPT, Jasper AI, CopyAI

ACTIVITIES

Outside of work, I pursue creative writing, music, and volunteer with animals. My work has been published in *Slipstream*, *The Nervous Breakdown*, *Maudlin House*, and others. I am the author of *White Noise Crucible* (Bottlecap Press, 2022) and the forthcoming *Poems for Squares*. I'm the 2020 winner of the *She Can, We Can* music composition contest at the University of North Carolina at Greensboro. Learn more at www.elysehart.com.