

HANNAH YEISER

CONTENT DESIGNER 📍 SEATTLE

CONTACT

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www.hyeiser.com

SKILLS

(FOR MY WORKPLACE)

Adobe Creative Suite

Creative Ideation

SEO

UX Writing

A/B Testing

Brand Identity

Figma

SKILLS

(FOR MY SANITY)

Knitting

Reading

Cooking

Sewing

Tarot

Gardening



EMPLOYMENT HISTORY

Content Designer / Senior Copywriter at Hatch

March 2022 — April 2023

I worked closely with the product team to create compelling in-app copy for various purposes, such as onboarding, introducing new features, and gathering consumer feedback, and ensured that the in-app flow harmoniously reflected the brand's marketing messaging. Additionally, I collaborated with the design team to develop visually appealing landing pages for new products and refreshed the format and layout of our product detail pages. Another aspect of my role involved crafting information architecture guides to maintain consistency across all consumer touchpoints.

Senior Copywriter at Groupon

April 2021 — March 2022

I worked to improve the consumer journey on the website, improving purchase frequency and brand cohesiveness. I revamped deal pages for increased conversions and wrote engaging copy for in-app deals. I also played a key role in a global brand identity redesign, developed successful email campaigns, and created eye-catching social assets and blog content to align with SEO strategies.

Copywriter at Motorola

February 2018 — March 2021

As the in-house copywriter for Motorola's North America branch, I created the global voice for the highly anticipated new razr and other North America-driven products. Collaborating with product marketing, I developed compelling copy and positioning for successful product launches, ensuring a seamless user experience. Additionally, I crafted engaging and informative microcopy for new product onboarding and feature releases, enhancing the user journey and facilitating ease of use.

Copywriter at Mortenson Kim

October 2017 — February 2018

I developed campaigns from ideation to execution. This included crafting scripts, digital copy, and collaborating in the hiring process for directors and actors. I created compelling copy across various mediums such as TV spots, radio, out-of-home, point-of-purchase, digital display, and social media.

Clients included: *The Hoosier Lottery*, *Roche Pharmaceuticals*, and *The Indianapolis Motor Speedway*

Copywriter at The Basement Digital Agency

April 2017 — October 2017

I focused on writing posts for social media accounts, producing engaging blog content, and creating effective digital display ads. I conceptualized and wrote SEO-driven blog articles, conducting interviews with Schlage executives to provide insightful content.

Clients included: *Schlage*, *Transition Lenses*, and *Visit Indy*



EDUCATION

MA in Advertising, University of Texas at Austin

BA in English, Indiana University