

# Senior Digital Strategist with Content, Design, UX Focus

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## PROJECT ROLES

Digital strategist  
Content strategist  
Creative account director  
Creative director  
Design lead  
Marcomm Manager  
Writer/copywriter  
Tech writer  
UX writer  
Trade journalist  
Copywriter and blogger

## TOOLS / METHODOLOGIES

Discovery-Invention-Delivery  
Facilitator  
Business case development and presentation  
Content audit and gap analysis  
Competitive analysis  
Business plan development  
Agile team member  
Blogging platforms  
CMS Wordpress, Kentico,  
Sitecore  
Adobe Suite  
MS Office

## INDUSTRY EXPERIENCE

Tech, industrial  
Professional services  
Healthcare  
Nonprofit  
Retail, financial, CPG  
K-12  
Government

## EDUCATION / CERTIFICATION

BA, MS  
Hubspot Inbound  
Kentico training

## SUMMARY

Senior digital strategist with 18 years' experience. Helps organizations define the role content and design play in customer relationships and user experience. Creative leader on advertising, marketing and interactive campaigns that advance brand goals, with special emphasis on mobile and responsive design. Senior creative, technical and business writer. Seeks opportunities to create and articulate ideas that rally teams around positive change. Highly experienced at building trust with senior leaders.

## DEMONSTRATED SKILLS AND ACCOUNTABILITIES

### Content Strategy

- Envision, plan and create content for mobile and web
- Define UX content strategy, special focus in mobile and responsive design
- Content auditing and gap analysis for legacy migration
- Editorial planning, site structure and content hierarchy
- Highly experienced writer

### Marketing Communications and Creative

- Develop thematic campaigns
- Execute email, social, search and responsive copy
- Lead and collaborate on visual design efforts

### Brand Development

- Work with internal and external stakeholders to gather and analyze intelligence
- Craft voice and tone and recommend digital approaches
- Naming, tagline and key messaging development

## EXPERIENCE HIGHLIGHTS

- Helped a 100-year-old global transportation leader unify disparate acquired divisions under a newly defined brand identity and oversaw creation of all site content
- Audited Cheerios.com heart health library and implemented new UX strategy through content planning and creation
- Developed foundational UX and marketing content for award-winning U.S. Bank Mobile App
- Achieved record open and engagement rates for direct email campaign through strategy and copywriting
- Helped numerous non- and for-profit organizations rename, rebrand and reframe key messaging, taglines, voice and tone and styleguides

## CHRONOLOGICAL EXPERIENCE

### **Sr. Digital Strategist and Copywriter**

Astadia Digital, Remote

March 2015 to October 2016

- Content strategy, audit, gap analysis and content creation unifying 36 sites under a single information hierarchy with redefined voice and tone
- Blogging and thought leadership content creation for 100-year-old global transportation brand
- Marketing automation email strategy and copywriting for Lenovo, Blue Cross

### **Lead Content Strategist, Mobile**

U.S. Bank, Minneapolis, Contract

February 2011 to March 2015

- Content lead with agile UX design group for all public and interactive mobile content
- Developed highest-success email marketing campaigns in mobile app adoption
- UX content lead for groundbreaking mobile app experience and architecture

### **Sr. Content Strategy, Content Marketing and Copywriting**

Consultant, Minneapolis/St. Paul

February 2010 to 2011 and ongoing

- Content audit, gap analysis, creation, copywriting for responsive sites including Cheerios.com, GreatClips.com
- Copy analysis and creation HealthPartners/virtuwell
- Inbound marketing strategist and writer, International School of Minnesota

### **Creative Accounts Director**

Grossman Design Associates, Minneapolis

February 2008 to February 2010

- Design lead for clients including Transition Networks, Cameron's Coffee, General Mills, Polycom User Group
- Nonprofit brand development for Lee Carlson Center for Mental Health and Wellbeing, Council of Churches

### **Creative Director/Senior Writer**

Consultant, Minneapolis/St. Paul

February 2005 to February 2008

- Creative development for B.I. prospects including Calvin Klein, Nokia, Cub/Cadet
- Strategist/writer for government, nonprofit agencies
- Creative lead and content strategist on employee health care campaigns for Aetna

### **Communications Manager**

Best Buy, Richfield MN

February 2004 to February 2005

- Planning and content development for core customer segments, retail network and leadership
- Wireless and digital sales category planning, strategy and content creation

### **Sr. Writer and Health Care Consultant**

Towers Watson, Minneapolis

February 2001 to February 2004

- Key member of editorial team creating employee health content portals for Gap, Coke, Cisco, Target
- Developed marketing materials and new business RFPs, proposals and presentations

### **Technology Editor**

TMC, Norwalk CT

February 2000 to February 2001

- Trade journalist and blogger for leading telecomm and CRM industry publisher

### **Strategic Marketing and Communications Manager**

BASCOM, Hauppauge NY

February 1998 to February 2000

- Content development, business development and community networking for K-12 dotcom startup