

Senior Digital Strategist with Content, Design, UX Focus

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