Skills

* Writing, editing, web content management.
* Administering web content management systems, including Adobe Experience Manager, Hybris, WordPress and Sharepoint.
* Experience rewriting copy for SEO and ADA compliance.

Work History

Web Content Writer - VARIOUS COMPANIES - 04/2014 to present

* **Capella University:** Author Adobe Experience Manager (AEM) pages for campus locations and programs. 3/2020 through present.
* **Ameriprise:** Write and manage content for secure site and Ameriprise mobile app. 12/2017 to present. Note: Contract through Pyramid.
* **Cigna:** Wrote and managed content for mobile applications and [mycigna.com](http://www.mycigna.com/). 07/2017 to 12/2017. Note: Contract through Aquent.
* **Select Comfort:** Digital Web Specialist for [SleepNumber.com](https://www.sleepnumber.com/), where I created web pages, updated product information, ran analytic reports and managed consumer Social Media efforts. Documented procedures and created content approval workflows. 12/2014 to 11/2016. Note: Contract through Horizontal Integration.
* **Thrivent Financial:** Developed editorial calendar for customer articles. Managed content for a [Thrivent.com](https://www.thrivent.com/) redesign. Coordinated workflows for copy, photos and edits. Note: Contract through Creative Group. 09/2014-11/2014

Digital Content Manager/Writer - U.S. BANK - 08/2012 to 04/2014

* Wrote content for US Banks iOS and Android mobile apps.
* Reviewed site for ADA compliance using Accessibility Management Platform (AMP).
* Created content workflows for approvals through creative, compliance and legal.
* Perform quality control for Internet and iPhone, iPad and Android mobile applications.

Digital Business Specialist - SMITHS MEDICAL - 03/2010 to 08/2012

* Worked with stakeholders to write and edit 1,000-page global website, [Smiths Medical.com](http://smiths-medical.com).
* Monitored social media sites and create social media policy and standards.
* Worked with translation companies to update Smiths international sites.
* Created electronic workflow approval process to streamline creation and updating of product webpages.
* Wrote B2B and B2C Marketing materials.

Web Content Writer - VARIOUS COMPANIES - 07/2007 to 03/2010

* **Medtronic:** Wrote and edited content for major re-branding [Medtronic.com](https://www.medtronic.com/) project using the Stellent Content Management System. Optimized meta data and web page content for SEO. 12/2009 to 03/2010. Note: Contract position through Darwin-Suzsoft
* **Be the Match Bone Marrow Donor Program**: Wrote and edited content for major [BeTheMatch.com](https://www.bethematch.com/) re-branding project using the Sitecore CMS. Rewrote and moved over a hundred web pages to new website. Created and managed YouTube site for promotional and testimonial videos. Part of task force that researched and selected a new content management system. 07/2008 to 04/2009. Note: Contract position through Creative Group.
* **University of Minnesota Physicians**: Coordinated content transfer from proprietary content management system into new Stellent content management system for [UMphysicians.org](https://www.umphysicians.org/). Wrote, edited and managed content for three websites during transition to new site. 01/2008 to 04/2008. Note: Contract position through U of M Physicians.
* **Ameriprise Financial**: Wrote and edited content for the initial build of [Riversource.com](https://www.riversource.com/) website, a new portal for agents selling Ameriprise branded products. 07/2007 to 12/2007. Note: Contract position through Distinction By Design.

Marketing Writer - RSM MCGLADREY - 08/2005 to 05/2007

* Wrote national ads for *Wall Street Journal*, *Business Week* and other business publications, increasing awareness of the RSM McGladrey name in key markets.
* Wrote radio spots for local and national markets.
* Wrote and edited B2B and B2C brochures, direct mail and press releases for national marketing office and local field offices across the country. Updated web content for [rsmus.com](http://rsmus.com/)

Communications Consultant - VARIOUS COMPANIES - 02/2003 to 08/2005

For two years, I worked as a freelance communications consultant, mainly writing web copy and coordinating web projects. Some of my projects included:

* **International Diabetes Center**: Created content for publishing website and print catalog.
* **Definity Health:** Coordinating and writing site updates for Definity Health’s customized open-enrollment web pages.
* **OnRobo.com:** Writing feature articles for OnRobo.com, a site devoted to household robots.

Web Project Coordinator - EDINA REALTY HOMESERVICES - 04/2000 to 02/2003

* Project coordinator for development project that brought 11 national websites onto a single platform and put houses online. Documented and storyboarded website development. Created training materials for realtors and brokers. Note: 6 months as employee, 18 months as a contractor.

Copywriter - FINGERHUT - 11/1997 to 04/2000

* Wrote and edited consumer product copy for Fingerhut website. Part of team that brought 100,000 products online for the first time.
* Developed marketing concepts, site designs and Internet marketing promotions for AndysGarageSale.com a website created to sell Fingerhut discontinued products.

 Catalog Copywriter - DAMARK INTERNATIONAL - 11/1994 to 11/1997

* Wrote and edited consumer catalog and direct mail copy.

 Copywriter/Editor - WARNER BROS. INTERNATIONAL TV - 9/1993 to 6/1994

* Wrote and designed marketing communications for television programs and feature films. Also, wrote trade show collateral and company newsletters.

Marketing Associate - PERSONAL BIBLIOGRAPHIC SOFTWARE - 11/1991 to 5/1993

* Wrote, designed and desktop published marketing communication for ProCite and BiblioLink software (now Endnote software).

Copywriter - BHC ADVERTISING - 10/1989 to 5/1991

* Wrote copy for health, fitness and rehab products catalogs.
* Wrote and produced radio ads.

Education

* B.S. Degree: Major in Mass Communications/Journalism. Northern Michigan University.