



# Linda Wiedmaier

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## Professional Experience

### WRITING / EDITING / PRODUCING SKILLS

- ♦ Ad Copy
- ♦ Brochures
- ♦ Commercials (radio & television)
- ♦ E-Communication
- ♦ Film & Videos
- ♦ Journalism
- ♦ Multi-Media Content
- ♦ Newsletters
- ♦ Press Releases
- ♦ Proofreading
- ♦ Project Management
- ♦ Screen-casting / editing
- ♦ Scripts
- ♦ Simple html
- ♦ Social Media
- ♦ Strategic Comm
- ♦ Team Management
- ♦ Technical Content
- ♦ TV
- ♦ Websites

### TOPICS COVERED

- ♦ Apparel
- ♦ Arts
- ♦ Banking
- ♦ Business Issues
- ♦ Consumer Issues
- ♦ Engineering
- ♦ Entertainment
- ♦ Family Issues
- ♦ Film
- ♦ Food
- ♦ Health
- ♦ Insurance
- ♦ Local Issues
- ♦ Medical Issues
- ♦ Pharma
- ♦ Personal Finance
- ♦ Relationships
- ♦ Retirement Plans
- ♦ Self-Improvement
- ♦ Taxes
- ♦ Technology

## EMPLOYMENT EXPERIENCE

### FREELANCE WRITER, EDITOR and CONTENT MANAGER

Contractor for corporate, ad agency, and publishing clients (2003-Present)

Create and edit content to successfully meet clients' goals. Clients with whom I've worked extensively include H&R Block, JPMorgan Retirement Plan Services, Breakthrough Marketing, Intouch Solutions, and *The Kansas City Star*. Experience includes a variety of roles, such as:

- ♦ Manager of online content
- ♦ Ad agency account representative
- ♦ Writer / editor of e-content, multi-media ads, press releases, brochures, newsletters, technical content, strategic communication pieces, and scripts for TV, radio, videos, and more
- ♦ Writer of hundreds of articles for magazines, trade publications, and newspapers (including *USA Today*)

### FREELANCE PRODUCER

Contractor for TV, video, and film (2001-Present)

- ♦ *CinemaKC*: senior producer of 27 half-hour television episodes (2011-2012)
- ♦ Ministry Machine Productions: unit production manager on feature *Last Breath* (2007)
- ♦ Breakthrough Marketing: commercial producer (2006)
- ♦ Babes in Boyland Productions: producer of short films (2001-2006)

## **TECHNICAL WRITER and EDITOR**

### **H&R Block Digital Tax Services (2010-2012)**

Wrote and edited B2C online and software program content used / viewed by millions of clients:

- ◆ Tax program interview screens, FAQs, glossaries, and video content to help clients easily complete tax returns
- ◆ Technical content to assist clients with online and software program issues
- ◆ Tax tips to help people understand their tax situations and options

## **DIRECTOR of MEDIA COMMUNICATIONS**

### **Family Features Editorial Syndicate, Inc., Mission, KS (2000-2004)**

- ◆ Manager of media communications team working closely with sales team
- ◆ Director of B2B marketing for print and online food content
- ◆ Writer / editor / editorial consultant for B2B marketing content

## **LIFESTYLES EDITOR and WRITER**

### **St. Joseph (MO) News-Press (1988-1999)**

- ◆ Manager, mentor, and motivator of lifestyles team
- ◆ Editor of Sunday through Saturday print and Web lifestyle and entertainment sections
- ◆ Editor of special multi-edition projects
- ◆ Writer of thousands of headlines, columns and articles on wide variety of lifestyles topics

## **FINANCIAL PLANNER/ACCOUNT REPRESENTATIVE**

### **IDS Financial Services and Bankers Life Inc., Kansas City, MO (1985-1987)**

Sales representative for financial service products, mutual funds, financial plans and insurance

## **LANGUAGE ARTS TEACHER**

### **Winston High School, Winston, MO (1981-1985)**

Instructor of writing, grammar and literature to students in grades 7-12

# **Professional Development**

## **POST-GRADUATE WORK**

- ◆ **American Press Institute in Reston, VA:** Lifestyle Editors Seminar conducted by top U.S. newspaper editors (Winter 1998)
- ◆ **University of Montana in Missoula:** Graduate English student (Spring 1995)

## **MISSOURI WESTERN STATE UNIVERSITY in St. Joseph, MO**

Bachelor of Science degree in Education / English major, Social Science minor (May 1981)

## **SEMINARS and WORKSHOPS**

- ◆ Print, e-mail, Web, and social media writing
- ◆ Advertising and marketing, including e-mail, Web, and social media marketing
- ◆ Business communications and strategic planning
- ◆ Interviewing, hiring and management skills, including managing diversity
- ◆ Film production, screenwriting, lighting, casting, directing, and producing

References available upon request