



Linda Wiedmaier

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Collaborative, self-starting professional **Freelance Writer / Editor / Producer** who combines left-brain organization skills with right-brain creativity. Can take on projects from conceptualizing to completion.

Professional Experience

WRITING / EDITING / PRODUCING SKILLS

- ♦ Copywriting
- ♦ Multi-media Content
- ♦ Multi-platform Content
- ♦ Scriptwriting
- ♦ SEO & Technical Content
- ♦ Content Management
- ♦ Editorial Leadership
- ♦ Proofreading
- ♦ Simple HTML
- ♦ Site Builder Tools
- ♦ Pre-Production
- ♦ Production Management
- ♦ Screen-Casting/Editing
- ♦ TV & Commercial Production
- ♦ Video & Film Production

INDUSTRY EXPERTISE

- ♦ Arts & Entertainment
- ♦ Banking & Finance
- ♦ Business
- ♦ E-commerce
- ♦ Engineering
- ♦ Family Issues
- ♦ Film
- ♦ Food & Nutrition
- ♦ Health & Medical
- ♦ Insurance
- ♦ Pharma
- ♦ Retirement Plans
- ♦ Self-Improvement
- ♦ Taxes
- ♦ Technology

EMPLOYMENT HISTORY

FREELANCE WRITER, EDITOR and CONTENT MANAGER

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

Create, edit and manage content to successfully meet clients' goals. Clients include H&R Block, JPMorgan Retirement Plan Services, Breakthrough Marketing, CreativeOne, Intouch Solutions and *The Kansas City Star*. Experienced as:

- ♦ Writer / editor of optimized content in wide spectrum of styles, subjects and platforms for B2B and B2C digital content, multi-media ads, brochures, newsletters, press releases, strategic communication pieces, and scripts for TV, radio and videos.
- ♦ Manager / editor of online content for global companies, working in such programs and systems as Demandware, HP Teamsite, Sharepoint, MS Office, Vignette, OpenText, Perforce and EditPlus
- ♦ Writer of articles for magazines, trade publications and newspapers (including *USA Today*)

FREELANCE PRODUCER and PRODUCTION MANAGER

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

Produce TV shows, ads, films and videos, with emphasis on pre-production, hiring crew and talent, scheduling, as well as ensuring productions run smoothly. Clients include CinemaKC TV, Resonate Pictures, Breakthrough Marketing, Do No Harm Productions and Ministry Machine Productions. Experienced as:

- ♦ Unit production manager on award-winning corporate training video and feature film
- ♦ Supervising producer and other producer roles for 53 half-hour talk/entertainment TV shows
- ♦ Producer of commercials and a variety of short films
- ♦ Associate producer of feature documentary

DIGITAL MARKETING / E-COMMERCE EDITOR and CONTENT MANAGER

Hallmark, Kansas City, MO (2013-2015)

Edited and managed content for Hallmark.com, its e-commerce site (with sales reaching 41% of plan YTD in mid-2015) and its digital mass channel partners. Accomplishments include:

- ♦ Marketing landing pages to drive consumers to e-commerce pages
- ♦ Product descriptions and product description pages for e-commerce site and partner sites, including Amazon, Walmart, Kohl's, to enhance SEO and drive sales
- ♦ Collaborations with UX, designers, writers, directors and account leaders on site redesigns

TECHNICAL WRITER and EDITOR

H&R Block Digital Tax Services, Kansas City, MO (2010-2012)

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

- ♦ User-friendly 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)

Managed media communications team in B2B marketing for print and online food content; worked closely with sales team

LIFESTYLES EDITOR and WRITER

St. Joseph (MO) News-Press

Edited daily print and online lifestyle and entertainment sections, as well as special projects; managed and motivated lifestyles team; collaborated with design editor, photography editor and graphic artists; and wrote thousands of headlines, columns and articles on wide variety of lifestyles topics

FINANCIAL PLANNER/ACCOUNT REPRESENTATIVE

Sold and marketed financial service products, mutual funds, financial plans and insurance

LANGUAGE ARTS TEACHER

Taught writing, grammar and literature

Professional Development

SEMINARS and WORKSHOPS

- ♦ Print, e-mail, website and social media writing, including advertising and marketing copy
- ♦ Business communications and strategic planning
- ♦ Interviewing, lifestyles editing, hiring and management skills, including managing diversity
- ♦ Film and video production, screenwriting, lighting, casting, directing and producing

MISSOURI WESTERN STATE UNIVERSITY, St. Joseph, MO

Bachelor of Science degree in Education / English major, Social Science minor