

## LINDA M. WIEDMAIER

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### Skills and Experiences

#### COPYEDITING and COPYWRITING

For your multi-platform, multi-channel, or multi-media projects, I can help you from concept to completion. If you want to engage target markets, increase ROI, illuminate topics, or incite action or discussion, my writing and editing skills can help you achieve your goals.

#### Writing and editing experiences include:

- ♦ Thousands of engaging, informative articles, headlines, and columns on a wide array of subjects and people.
- ♦ Clear narratives for white papers, internal reports, and sustainability reports.
- ♦ Concise, industry-compliant, reader-friendly content on complex and technical topics.
- ♦ E-commerce landing pages and product descriptions that attract eyes leading to sales.
- ♦ Content for websites, blogs, e-newsletters, e-mails, and social media.
- ♦ Impactful copy and scripts for marketing campaigns.
- ♦ Content for numerous sectors, such as banking, food and restaurants, healthcare, home decor, industrial packaging, insurance, IT, investing, sustainability (environmental, social, governance, and economic topics), taxes, and transportation.

#### Achievements:

- ♦ Optimized Hallmark digital content, resulting in a 400% upsurge in sales for Keepsake Ornaments.
- ♦ Oversaw a major revamp of content in the H&R Block DIY product, leading to more turn-key tax prep.
- ♦ Wrote updated oral health care articles for VMLY&R client [Colgate](#) to be more consumer-oriented and SEO-optimized while adhering to dental professional-reviewed standards.

#### ESG / SUSTAINABILITY REPORTING and WRITING

If you want to initiate, update, or elevate your sustainability performance reporting to optimize stakeholder awareness, I can translate complex information, analyses and data into clear narratives.

#### Experiences include:

- ♦ Developing, project-managing, writing, and editing impactful sustainability reports resulting in positive corporate sustainability coverage and increased ESG rankings.
- ♦ Writing content for CDP global disclosures on environmental impacts.
- ♦ Reporting on progress aligning with UN Sustainable Development Goals and Global Compact Communication on Progress Principles.
- ♦ Aligning reports to GRI, SASB, and TCFD economic, social, environmental, and governance disclosure frameworks.

#### Clients and Various Industry Reports:

- ♦ Schneider Electric Sustainability Business (2021 sustainability / ESG reports for [travel](#) and [pharma](#) clients)
- ♦ thinkParallax (2020 sustainability / ESG reports for [packaging](#), [restaurant](#), [banking](#) clients)
- ♦ Kansas City Southern (2016, 2017, and 2018 sustainability reports for the Class 1 [railroad](#))

**ADDITIONAL SKILLS:** Collaborating with all organizational levels, including CEOs | Interviewing people from all walks of life | Motivating teams | Producing timely content on deadline | Researching complex topics | Setting goals and timelines | Taking the initiative | Working in applications for content management, collaboration, html editing, and video conferencing

## Employment History

### FREELANCE WRITER and EDITOR

Contractor for corporate, marketing agency, and media clients (2000-Present)

Create, edit, and manage content to successfully meet the goals of clients such as:

- ◆ VMLY&R and Coffey Communications (health care reporting and marketing)
- ◆ Intouch Solutions (pharma marketing)
- ◆ Breakthrough Marketing (banking, sportswear, and home decor marketing)
- ◆ Empower Retirement and CreativeOne (investments, insurance, and annuity marketing)
- ◆ *The Kansas City Star* (reporting on consumer solutions and miscellaneous topics)
- ◆ [USA Today](#) (personality profiling)

### MARKETING COMMUNICATIONS MANAGER | CORPORATE STORYTELLER

Kansas City Southern (KCS) Railways, Kansas City, MO (2017-2019)

Developed narratives to market KCS sustainability, services, people, and values for various platforms and channels. Interviewed and collaborated with 100+ SMEs across U.S. and Mexico operations to develop and write sustainability reports, resulting in improved investor ratings and being named to the *Investor's Business Daily* "[50 Best ESG Companies](#)" and the *Newsweek* "[America's Most Responsible Companies](#)" lists.

### DIGITAL MARKETING and E-COMMERCE EDITOR | CONTRACT WRITER

Hallmark, Kansas City, MO (2013-2017 and 2022-present)

Write e-commerce content for Hallmark.com and Hallmark's digital mass channel partners, including Walmart and Amazon. Edited and managed e-commerce and marketing content. Collaborated with designers, writers, UX, account leaders, and creative and editorial directors on weekly updates and site redesign.

### CONTRACT DIGITAL DIY EDITOR and WRITER

H&R Block Digital Tax Services, Kansas City, MO (2004-2005 | 2009-2012)

Wrote and edited B2C online and software program content used by millions of clients. Converted tax and technical jargon into plain English for tax program interview screens, FAQs, tax tips, glossaries, and videos.

### LIFESTYLES EDITOR and WRITER

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

Edited daily print and online lifestyle and entertainment sections, as well as special projects. Managed and motivated lifestyles team. Collaborated with design and photography staffs daily.

## Education

- ◆ Missouri Western State University, St. Joseph, MO | B.S. in Education degree | English major
- ◆ Multiple conferences, seminars, and workshops: Digital content creation, marketing, and optimization | Content and engagement strategy | SEO and social media best practices | Screenwriting | Sustainability