

# Writer & Editor

Right-brain creativity combined w/left-brain analytical thinking

## LINDA M. WIEDMAIER

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### Skill Sets (How I Can Benefit You)

#### DIGITAL / PRINT 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, I have the writing / editing experiences to achieve your goals. *I've written and edited:*

- ♦ Digital / SEO / UX-UI content for websites, e-newsletters, e-mails and social media posts.
- ♦ Impactful copy and scripts for ad / marketing campaigns.
- ♦ Thousands of engaging articles, headlines and columns on a wide array of topics.
- ♦ Clear narratives for white papers, internal reports and sustainability reports.
- ♦ E-commerce landing pages and product descriptions that attract eyes leading to sales.

#### TECHNICAL / SCIENTIFIC / FINANCIAL / TRANSPORTATION WRITING and EDITING

For your internal and external audiences, I can turn tech terminology and complex concepts into concise, industry-compliant, reader-friendly English. *I'm experienced in writing and editing:*

- ♦ Internal documents and external content on IT services, products and applications.
- ♦ Pharma marketing copy distilled from medical content.
- ♦ Content on environmental topics relating to sustainability.
- ♦ Articles, reports and white papers on healthcare, financial, insurance and transportation topics.
- ♦ Marketing copy on retirement investments, life insurance, annuities and banking services.
- ♦ DIY digital tax preparation content, including FAQs dealing with user-interface topics.

#### ESG / SUSTAINABILITY REPORTING and WRITING

If you want to initiate business decisions improving sustainability performance and optimizing awareness, I can translate complex analyses and data into clear narratives. *I'm experienced in:*

- ♦ GRI and SASB reporting standards for economic, social, environmental topics
- ♦ CDP global disclosure system on environmental impacts.
- ♦ Corporate social responsibility concepts and topics.
- ♦ Developing, project-managing, writing and editing impactful sustainability reports resulting in positive national corporate sustainability coverage and increased ESG scores.

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

## Employment History (+ Big Wins)

### FREELANCE / CONTRACT WRITER and EDITOR

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

Create, edit and manage content to successfully meet goals of clients such as Hallmark (e-commerce), H&R Block (digital tax prep), VMLY&R (dental healthcare), Empower Retirement (retirement plan marketing), Breakthrough Marketing (banking, sportswear), Intouch Solutions (pharma marketing), CreativeOne (insurance, annuity, investment marketing), thinkParallax (sustainability / ESG reports), *The Kansas City Star* (consumer solutions, various other subjects) and [USA Today](#)

### MARKETING COMMUNICATIONS MANAGER | CORPORATE STORYTELLER

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

Developed narratives to market KCS services, sustainability, people and values for various platforms and channels. **Audiences reached:** customers, prospects, partners, suppliers, shareholders, institutional investors, ESG rating institutions, employees, and executive and senior leadership.

**BIG WIN:** After interviewing / collaborating with approx. 150 subject-matter experts across U.S. and Mexico operations, I developed and wrote [comprehensive corporate sustainability reports](#) that resulted in increasing KCS's standing with investors as KCS was named one of the "[50 Best ESG Companies](#)" in *Investor's Business Daily* and one of "[America's Most Responsible Companies 2020](#)" by *Newsweek*; KCS also received its highest MSCI grade of "AA" in 2019.

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

Hallmark, Kansas City, MO (2013-2017)

Edited, managed and wrote marketing and e-commerce content for Hallmark.com and Hallmark's digital mass channel partners, including Amazon, Walmart and Kohl's.

**BIG WIN:** I optimized digital content employing SEO and editing best practices resulting in increased online sales. During my tenure as editor, the most dramatic increase was a 400% increase in sales for Hallmark's most popular product, its Keepsake Ornaments.

### CONTRACT DIGITAL DIY EDITOR | TECHNICAL 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.

**BIG WIN:** Leading the editorial department, I oversaw a major revamp of all content in the DIY product. This led to a more turn-key solution for consumers preparing their taxes online.

### LIFESTYLES EDITOR and WRITER | FREELANCE WRITER

St. Joseph (MO) News-Press (1988-1999) | *The Kansas City Star* & *USA Today* (2000-2006)

Edited, wrote and managed staff for daily print and online lifestyle / entertainment sections.

**BIG WIN:** The University of Missouri-Columbia's national Penney-Missouri Journalism Awards honored the lifestyles section I edited for the *St. Joseph News-Press*.

**PLUS:** I have worked as an English teacher and as a financial planner selling mutual funds and insurance.

## Education

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