

# LINDA M. WIEDMAIER

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Collaborative, self-starter **WRITER-EDITOR / PRODUCER-PRODUCTION MANAGER**

who combines left-brain organization skills w/right-brain creativity.

Can take on projects from concept to completion.

## Professional Experience

### SKILLS: WRITING | EDITING | PRODUCING

- ♦ Copyediting
- ♦ Copywriting
- ♦ Proofreading
- ♦ Scriptwriting
- ♦ Multi-media Content
- ♦ Multi-platform Content
- ♦ SEO & Technical Content
- ♦ Social Media Content
- ♦ Multi-Media Development
- ♦ Pre-Production
- ♦ TV & Commercial Production
- ♦ Video & Film Production

### INDUSTRY EXPERTISE

- ♦ Arts | Entertainment
- ♦ Banking / Investing
- ♦ Business Solutions
- ♦ E-commerce
- ♦ Film | Video
- ♦ Freight Transportation
- ♦ Food | Nutrition
- ♦ Pharma | Health
- ♦ Retirement Planning
- ♦ Supply Chain | Logistics
- ♦ Sustainability Reporting
- ♦ Taxes | Insurance

### EMPLOYMENT HISTORY

#### **FREELANCE WRITER, EDITOR and CONTENT MANAGER**

##### **Contractor for corporate, ad agency, and publishing clients (2000-Present)**

Create, edit and manage content to successfully meet goals of clients; worked with Hallmark, H&R Block, Empower Retirement, Breakthrough Marketing, CreativeOne, Intouch Solutions

##### **Experienced as:**

- ♦ Writer / editor of optimized content in wide spectrum of styles, subjects and platforms, including B2B / B2C digital content, multi-media ads, brochures, press releases, newsletters, large-scale reports, and scripts for TV, radio, videos
- ♦ Manager / editor of online content for global companies, working in such programs and systems as Salesforce Marketing Cloud, dotCMS, Cvent, Demandware, HP Teamsite, Sharepoint, MS Office, Vignette, OpenText, Perforce, Camtasia, EditPlus
- ♦ Writer for magazines, trade pubs, newspapers, including [\*USA Today\*](#), [\*The Kansas City Star\*](#)

#### **FREELANCE PRODUCER and PRODUCTION MANAGER**

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

Produce and project manage TV shows, ads, films, videos to ensure productions run smoothly and stay on budget; worked with CinemaKC TV, Resonate Pictures, Breakthrough Marketing, Do No Harm Productions & Ministry Machine Productions

##### **Experienced as:**

- ♦ Unit production manager on award-winning corporate training video and feature film
- ♦ Supervising producer / other producer roles for 39 half-hour talk / entertainment TV shows
- ♦ Producer of commercials and wide variety of short films
- ♦ Associate producer / co-writer of feature documentary

## **MARKETING COMMUNICATIONS MANAGER | CORPORATE STORYTELLER**

### **Kansas City Southern Railways, Kansas City, MO (2017-2019)**

Developed narratives to describe and promote Kansas City Southern (KCS), its services, people and values for various communication platforms; audiences included customers, partners, prospects, investors, employees

#### **Accomplishments include:**

- ◆ Revamped [corporate sustainability report](#) to meet GRI standards; developed, wrote and project managed report, collaborating with nearly 100 stakeholders; results of revamp include *Investor's Business Daily* naming KCS as one of the "[50 Best ESG Companies](#)" in 2019 and *Newsweek* honoring KCS as one of its "[America's Most Responsible Companies 2020](#)"
- ◆ Researched and wrote internal reports on enterprise-related topics: North American trade, cross-border transport, intermodal, energy business units, information technology
- ◆ Increased social media engagement by writing / managing content for various platforms

## **DIGITAL MARKETING and E-COMMERCE EDITOR | CONTENT MANAGER**

### **Hallmark, Kansas City, MO (2013-2015)**

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

#### **Accomplishments include:**

- ◆ Optimized digital content, leading to increased online sales, including for Keepsake Ornaments
- ◆ Implemented SEO best practices to drive sales when editing online product description pages
- ◆ Edited marketing landing pages to drive consumers to e-commerce pages
- ◆ Collaborated 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:**

- ◆ Created user-friendly content to help guide clients to easily complete online tax returns
- ◆ Converted tax and technical jargon into plain English for tax program content
- ◆ Assisted clients with online tax program issues by creating step-by-step technical content

## **LIFESTYLES EDITOR and WRITER**

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

Edited daily award-winning print and online lifestyle / entertainment sections and special projects; managed and motivated lifestyles team; collaborated with design and photography staffs daily; wrote thousands of headlines, columns, articles on wide array of lifestyles topics

## **Professional Development**

MISSOURI WESTERN STATE UNIVERSITY, St. Joseph, MO

Bachelor of Science degree in Education | English major | Social Science minor

### **SEMINARS | WORKSHOPS**

- ◆ Writing and editing for print, websites, social media
- ◆ Digital advertising and marketing, including SEO marketing
- ◆ Film and video production, screenwriting, lighting, casting, directing, producing