

LINDA M. WIEDMAIER

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Multi-platform & multi-media **Content Creator**

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

Can take on projects from concept to completion.

SKILLS

- ♦ Copyediting
- ♦ Copywriting
- ♦ Interviewing & Researching
- ♦ Proofreading
- ♦ Digital & SEO Content
- ♦ Social Media Content
- ♦ ESG & Sustainability Reporting
- ♦ Global Reporting Initiative (GRI) Standards
- ♦ Technical Content
- ♦ Multi-Media Development
- ♦ Scriptwriting
- ♦ Video Pre-Production & Production

INDUSTRY EXPERTISE

- ♦ Arts & Entertainment
- ♦ Banking & Investing
- ♦ Business Solutions
- ♦ Consumer Solutions
- ♦ Corp Social Responsibility
- ♦ E-commerce
- ♦ Film & Video
- ♦ Food & Nutrition
- ♦ Freight Transportation
- ♦ Pharma & Health
- ♦ Publishing
- ♦ Retirement Planning
- ♦ Supply Chains & Logistics
- ♦ Taxes & Insurance
- ♦ Technology

EDUCATION

- ♦ Missouri Western State University, St. Joseph, MO | B.S. in Education degree | English major
- ♦ Conferences, Seminars, Workshops: digital content creation and marketing, SEO and social media best practices, film and video production, producing, screenwriting; have attended annual Digital Summit conferences; Robert McKee's Story Seminar, and BlueCat Script Workshop

EMPLOYMENT HISTORY

FREELANCE WRITER and EDITOR

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

Create / edit / manage content to successfully meet goals of clients, which have included Hallmark, H&R Block, Empower Retirement, Breakthrough Marketing, Intouch Solutions, CreativeOne, *The Kansas City Star*, and USA Today

How I Can Help You

- ♦ Write / edit optimized content in wide spectrum of styles, subjects, platforms: B2B and B2C digital / e-commerce content; multi-media, multi-platform ads, articles, brochures, newsletters, press releases; social media posts; internal communications; large-scale reports; scripts for TV, radio, videos
- ♦ Manage / edit online content in various applications; have worked in Salesforce Marketing Cloud, dotCMS, Cvent, Demandware, HP Teamsite, Sharepoint, MS Office, Vignette, OpenText, Perforce, Camtasia, and EditPlus

Plus: As a **FREELANCE VIDEO PRODUCTION MANAGER**, I can project manage commercials, films, TV shows, and corporate videos to ensure productions run smoothly and stay on budget. Experienced as Unit Production Manager on feature film and award-winning corporate training video; Supervising Producer and Production Manager on 39 half-hour talk / entertainment TV shows; Producer and Associate Producer of short films and feature documentary

MARKETING COMMUNICATIONS MANAGER | CORPORATE STORYTELLER

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

Developed narratives to market Kansas City Southern (KCS) services, sustainability, people and values for various communication platforms; **audiences included** customers, prospects, partners, suppliers, shareholders, institutional investors, ESG rating institutions, employees, executive and senior leadership

Accomplishments / How I Can Help You:

- ◆ Developed / revamped / wrote **comprehensive corporate sustainability reports** to meet GRI standards, interviewing / collaborating with approx. 150 subject-matter experts across U.S. and Mexico operations to collect data / information about processes and impacts
 - ◆ Translated complex analyses on ESG topics into impactful, clear narratives leading to business decisions that improved sustainability performance and optimized awareness
 - ◆ Increased the company's standing with investors as the KCS Sustainability Report was included in methodology when KCS was named one of "**50 Best ESG Companies**" in *Investor's Business Daily* and one of "**America's Most Responsible Companies 2020**" by *Newsweek*; and KCS received its highest MSCI grade of "AA" in 2019
- ◆ Researched / wrote internal reports on enterprise-related topics: North American trade, cross-border transport, intermodal, energy business units, information technology
- ◆ Increased social media engagement and enhanced brand awareness by creating content for various platforms; initiated first LinkedIn posts resulting in approx. 30% increase in followers

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

Accomplishments / How I Can Help You:

- ◆ Optimized digital content, leading to increased online sales, including for Keepsake Ornaments (which experienced a 100%+ increase in sales during my tenure)
- ◆ Implemented SEO best practices to drive sales when editing online product description pages
- ◆ Edited marketing landing pages to drive consumers to e-commerce pages
- ◆ Wrote optimized product descriptions for e-commerce site
- ◆ Collaborated with UX, designers, writers, directors and account leaders on site redesigns

CONTRACT DIGITAL DIY EDITOR | TECHNICAL WRITER and EDITOR

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

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

Accomplishments / How I Can Help You:

- ◆ 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) | The Kansas City Star & USA Today (2000-2006 as freelancer)

Accomplishments / How I Can Help You:

- ◆ Edited / wrote for daily award-winning print and online lifestyle / entertainment sections
- ◆ Managed and motivated lifestyles team / Collaborated with design and photography staffs
- ◆ Wrote thousands of headlines, columns, articles on wide array of topics; arts / entertainment, careers, consumer issues, emotional / physical health, family issues, food and nutrition, travel