

Wendy Webb
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I'm a writer and editor with seven years of solid experience creating all types of digital marketing content, including articles, blogs, infographics, white papers, ebooks, profiles, marketing materials, internal communications, video scripts, social media, email, targeted digital ad campaigns, newsletters and more for corporate and consumer websites and print publications.

Skills and abilities

- Writing and editing articles, blogs, infographics, white papers, eBooks, case studies, video scripts, profiles, marketing materials, press releases, newsletters, social media, email and more for B2B, B2C and consumer audiences
- Proofreading and copy editing
- Collaboration with a team
- Managing staff, driving content and working with freelancers
- Writing in the brand voice of any given client or publication
- Taking complex issues and subject matter and translating it into accessible language that people can understand
- Getting up to speed on new topics quickly
- Creative brainstorming
- Independent worker with excellent time management and organizational skills
- Strict attention to details and deadlines
- SEO

Specialty topics

- B2B
- B2C
- Training, hiring and human development
- Manufacturing
- Small business issues
- Public policy issues
- Travel
- Finance, traditional and fintech
- Insurance
- Law
- Medicine and healthcare
- Exercise and fitness

- Arts and entertainment
- Succession planning
- Food and beverage
- Hospitality
- Business news
- Current events

WORK EXPERIENCE

Senior Content Marketing Writer/Coach

Brandpoint

November 2017 to present

As a senior content writer, I am responsible for all facets of the content creation process for all of my clients. Including:

- Researching the client's business, marketplace, competitors
- Participating in SEO strategy
- Topic generation
- Mastering the client's voice and tone
- Creation of original content for blogs, white papers, eBooks, infographics, videos, paid media campaigns and web pages
- Creation of branded content that appears in publications nationwide
- Optimization of existing content and web pages using SEO research
- Ghostwriting articles for clients in publications like *Forbes*, *American Banker*, *Global Banking and Finance*, and many more
- Forging strong, collaborative relationships with colleagues and clients
- Mentoring and training junior writers
- Collaborating closely with design
- Working remotely as part of a team
- Working with freelancers and editing their work for content, voice and tone

Editor-in-Chief

New Ventures Publishing

2007 to 2014

Duluth~Superior magazine, 2007 to 2014

I founded and drove the tone and content for this lifestyle monthly magazine and website highlighting the arts, travel, restaurants, the outdoors, business, style and more. I created story ideas, assigned stories and photographs, edited the stories as they came in, and supervised and managed staff.

Duluth Quarterly, 2010 to 2014

DQ is a quarterly magazine highlighting city events, written by the mayor's staff as a way to communicate with the people of Duluth, Minnesota.

Freelance writer and content provider

2000 to present

Imagination, 2014 to 2018

Content provider for the websites of Sears, US Bank Reserve Magazine, CMMI Institute, Regions Bank, Allstate, and Lowes, writing about business, luxury travel, wealth management, project management, HR, training and many other topics.

Wonderlic, Inc. 2004 to 2010

Content provider for company website, interviewing clients and writing profiles. Ghostwriter, CEO's monthly column about training.

Various local and national publications, 2000 to present

Freelance articles for magazines and newspapers including *USA Today*, *US News and World Report*, *Minnesota Star Tribune*, *Huffington Post*, *Corporate Event*, *Exhibitor*, *Simple Living*, *Minnesota Monthly*, *Midwest Home and Garden*, *Twin Cities Business Monthly*, *Currents*, *Workforce*, *Talent Management*, *Minnesota Technology*, *CRM*, *A Woman's Place*, *Lake Superior Magazine*.

Ideator

Ideas to Go, 2000-2014

Selected for creative thinking to work as an innovator generating ideas for new products, technologies, brand awareness, positioning and other concepts for Fortune 100 companies.

EDUCATION

University of Minnesota, Bachelor of Arts degree, Major: Political Science