

# COLIN LINNEWEBER

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CONTENT STRATEGY LEADER | B2B & B2C MARKETING | EDITORIAL & BRAND STORYTELLING

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## PROFILE

Senior content marketing and editorial leader with 15+ years of experience developing B2B and B2C storytelling for Fortune 500 companies, global organizations, and major media networks.

This experience spans strategic leadership and hands-on content creation across digital, print, and broadcast channels and integrates research-driven messaging, AI-assisted editorial workflows, SEO, and multi-channel distribution.

That combination of strategy and execution drives audience growth, strengthens brand authority, and delivers measurable business results across complex content ecosystems.

## AREAS OF EXPERTISE

- **Content Strategy & Development:** B2B & B2C Content Marketing, Content Curation & Distribution, SEO & Search Optimization, Editorial Calendar Management, Case Studies & White Papers
- **Executive Communications:** Speechwriting, Interviewing & Audience Insights
- **Marketing & Analytics:** Strategic Marketing Development, Social Media Management, Business Reporting & Analytics
- **Editorial Standards:** AP Style & Chicago Manual of Style

## TOOLS & TECHNOLOGIES

- **Content Management Systems (CMS):** WordPress, ExpressionEngine, Joomla, Drupal, Magento, Wix

## PROFESSIONAL EXPERIENCE

**Senior Content Marketing Manager II** 5/2025 to Present  
Blackhawk Network, Remote

- Direct B2B content strategy for employee engagement and loyalty programs, producing web copy, white papers, case studies, and infographics that support demand generation and thought leadership.
- Translate research and international survey data into human-centered narratives that drive engagement and position Blackhawk as a trusted HR solutions partner.

**Senior Content Creator & Lead Editor** 9/2020 to 5/2025  
Paige Black, Denver

- Directed multi-format content for B2B and B2C clients, producing executive speeches, blogs, marketing collateral, case studies, video scripts, newsletters, and social content—including work featured in Yahoo! Finance.
- Led editorial oversight for all outbound content, managing CMO-produced materials and interns, delivering measurable impact, including a blog that generated 1.1M page views for a manufacturing client.

**Broadcaster & Editor** 12/2018 to 9/2020  
Xinhua News Agency, Beijing, China

- Produced and delivered broadcast scripts, voiceovers, and interviews on international news topics; supported editing and publishing for digital platforms.
- Curated and optimized content across Xinhua's website, YouTube, and Facebook, contributing to a 2019 record of 3M+ average views per feature broadcast.

**Lead Reporter & Editor** 1/2018 to 12/2018  
Chicago News, Chicago

- Oversaw editorial planning and reporting, managing a team of 12 freelancers while producing press releases, interviews, and digital content workflows.
- Produced 90% of the publication's digital content, increasing website traffic by 35% and audience retention by 62% in one year.

**Feature Writer & Assistant Editor** 8/2015 to 12/2017  
Trend Publishing Inc., Chicago

- Developed print and digital content for metal fabricating and forming technologies, managing editorial calendars and B2B case studies.
- Delivered consistent, high-quality coverage across print, online, and trade journals, boosting audience engagement and client visibility.

**Owner & Copywriter** 5/2005 to 11/2017

- **Content Management Tools:** Asana, Basecamp, Jira, Monday.com, Trello
- **Customer Relationship Management (CRM):** Salesforce, HubSpot, Microsoft Dynamics 365
- **AI & Writing Tools:** ChatGPT, Claude AI, Microsoft Copilot, Grammarly, ProWritingAid, Scribbr, Afforai
- **Analytics & SEO Tools:** Google Analytics, Semrush
- **Productivity Tools:** Microsoft Office Suite, Adobe Acrobat, Oracle
- **Communication Tools:** Slack, Microsoft Teams

## EDUCATION

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**B.A., Communication**  
Monmouth University  
West Long Branch, NJ

Colin Linneweber Corporate Copywriting, LLC, Chicago

- Directed multi-format content for agencies and retailers, producing blogs, emails, white papers, landing pages, and infomercial scripts while interviewing industry leaders.
- Launched a website affiliated with Fox Sports, attracting 2.1M unique visitors and generating 2.4M page loads over 22 months.

**Junior Copywriter**  
FundQuest, Boston

9/2006 to 10/2011

- Produced marketing collateral, email campaigns, brochures, and landing pages for B2B campaigns.
- Supported cross-channel copywriting to maintain messaging consistency and maximize audience engagement.