

COLIN LINNEWEBER

colin.linneweber@gmail.com

CONTENT WRITER, COPYWRITER,
EDITOR & BROADCASTER

ONLINE PORTFOLIO:
colin-linneweber.com

PROFILE

Colin Linneweber is an experienced writer who creates content for renowned television networks, Fortune 500 companies, and multiple industries.

In April 2012, Linneweber launched a sports website and served as its lone contributor. Using SEO techniques to drive organic traffic, the site attracted 2.1 million unique visitors and garnered 2.4 million page loads over 22 months before being sold to FOX Sports Digital.

Linneweber, who produced online material for Yahoo! Finance, Business Insider, Modern Metals, CBS Sports, and the New England Sports Network (NESN) among prominent media outlets, works as a freelance copywriter and editor.

AREAS OF EXPERTISE

- SEO-Friendly Content (relevant keywords, high-quality content, engaging structure, optimized titles, meta tags and alt text, internal and external linking, user-focused, regular updates)
- Strategic Marketing Development
- Social Media Management
- Business Reporting & Analytics
- B2B Case Studies
- B2C Content Marketing
- Speechwriting
- Editorial Calendar Management
- Interviewing
- Associated Press (AP) Style Guidelines

EDUCATION

B.A., Communication
Monmouth University

PROFESSIONAL EXPERIENCE

Senior Content Creator & Lead Editor 9/2020 to Present
Paige Black, Denver

Create content, including speeches for C-level executives, blogs, B2C marketing collateral, B2B case studies, newsletters, emails, social media, text messaging marketing, meta descriptions, and more for clients from multiple industries. Edit all the chief marketing officer's (CMO) content before distribution. Manage two interns from the University of Denver and ensure their content gets submitted by its deadline and that it's grammatically flawless.

- Created content for a client in the construction sector that was featured in Yahoo! Finance.
- Wrote a blog for a client in the manufacturing industry that went viral and generated 1.1 million page views.

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

Created online content scripts and conducted its broadcasts and voice-overs. Interviewed a diverse variety of individuals and broadcasted news topics relevant to China. Assisted with editing and electronic publishing of news articles and supporting documents.

- In 2019, when combining its main website, YouTube and Facebook, established Xinhua's record by averaging 2+ million views per feature broadcast.

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

Supervised a team of 12 freelance writers. Produced press releases and assisted in all phases of print and electronic publishing. Created and managed editorial calendar. Reported on multiple genres and interviewed politicians, C-level executives, actors, athletes and the general public.

- Wrote over 90% of the weekly newspaper's digital content, boosting its website traffic by 35% and audience retention by 62% within one fiscal year.

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

Developed print and digital content for metal fabricating and forming technologies. Managed editorial calendar and helped with print and electronic publishing. Interviewed executives for key writing assignments, press reports, business reports, and B2B case studies. Contributed to news coverage in print, online, and trade journals.

TECHNICAL PROFICIENCY

- Content Management Systems (CMS): WordPress, ExpressionEngine, Joomla, Drupal, Magento, Wix
- Content Management Tools: Asana, Basecamp, Jira, Monday.com, Trello
- Customer Relationship Management (CRM): Salesforce, HubSpot, Microsoft Dynamics 365
- AI Writing Tools: Grammarly, ChatGPT, ProWritingAid, Scribbr, Afforai
- Adobe Acrobat
- Analytics and SEO Tools: Google Analytics and Semrush
- Microsoft Office Suite
- Oracle
- Communication Tools: Slack, Microsoft Teams

Owner & Copywriter

5/2005 to 11/2017

Colin Linneweber Corporate Copywriting, LLC, Chicago, IL

Interviewed individuals at the peak of their respective industries. Created content for prominent marketing agencies and retailers, including blog and email copy, white papers, and website landing pages. Provided a vast array of copywriting services and content contributions. Wrote infomercial scripts and developed content for landing pages.

- Established a website that became affiliated with FoxSports. As the site's lone contributor, it attracted 2.1 million unique visitors and amassed 2.4 million page loads over 22 months.

Junior Copywriter, FundQuest, Boston, MA

9/2006 to 10/2011

Created marketing collateral and email campaign content, including brochures, landing pages, copy, and blog posts.