

— VALERIE VIGDAHL SUPERFINE —

COPYWRITER, EDITOR & TECHNICAL WRITER

CONTACT

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PROFILE

As an established communicator, I have 20+ years of experience writing and editing for a variety of audiences. I've worked in several industries, including health care, legal, technology, and compliance. My goal is to produce quality writing that resonates with its target audience. I am ready and willing to tackle any copywriting challenge. Additionally, I am skilled at juggling multiple projects, priorities, and deadlines. I also have a continual interest in Search Engine Optimization, Google Analytics, and UX writing.

SKILLS

- Short- and long-form copywriting
- Copy editing and proofing
- SEO/SEM
- Google analytics
- Content management systems
- Basic HTML

EDUCATION

B.A in English, Writing Concentration

May 2000

College of St. Catherine, St. Paul, MN

Technical Writer Certification

2022

Technical Writer HQ

Google AdWords Fundamentals

2018

Google Academy for Ads

RELATED EXPERIENCE

Freelance Copywriter and Editor

Self-Employed

April 2017 – Present

Help clients meet their online marketing needs by providing content solutions, including blogs, articles, social media posts, white papers, sell sheets, case studies, webpages, and SEO. Ongoing clients are in the IoT/technology, higher education, nonprofit, and health care fields.

Technical Writer and Editor

F3 Wireless

February 2020 – Present

Research and ghost-write IoT blog posts, white papers, social posts, and other customer-facing materials. Write and edit data sheets, user guides, and other technical documentation for product launches. Assist with other internal and external communications as needed.

Senior Writer/Content Strategist

Ulteig, Inc. (Contract through Antenna)

April 2020 – May 2021

Support Ulteig's Leverage the Core strategic plan by creating communications for 4 product launches across all tactics including website content, statement of qualifications (SOQs), white papers, emails, technical 1-pagers, infographics, case studies, and social media posts. Assist one of Ulteig's energy clients with their grid modernization distribution plan documents - writing, editing, and advising on overall structure.