

# JOEL HAGEN

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## PROFESSIONAL SUMMARY

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Senior content strategist and copywriter with 15+ years crafting B2B campaigns, thought leadership, and brand narratives for technology-driven organizations. MFA-trained with a strategic instinct for audience psychology, brand voice, and content that earns attention and drives results. Proven ability to translate complex, technical subject matter into clear, compelling copy across every channel — from web and email to social, print, and podcast. Thrives in fast-moving, cross-functional environments where adaptability, creativity, and disciplined execution are equally valued.

## AREAS OF EXPERTISE

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Content Strategy | Copywriting & Editing | Campaign Development | Brand Voice & Messaging | Thought Leadership | SEO & Content Optimization | Email Marketing | Social Media Management | Digital Asset Management | Website Management | Analytics & Reporting | Design Thinking | Cross-functional Collaboration

## EXPERIENCE

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### Strategic Sabbatical & Professional Development

Feb 2024 – Present

- Completed AI Strategies for Business Transformation at the Kellogg School of Management, focusing on responsible AI integration in content operations, messaging strategy, and decision-making workflows.
- Pursued advanced learning in digital storytelling, CSR communications, and AI-enabled content strategy through targeted coursework and industry webinars.
- Maintained active engagement with content marketing trends, emerging platforms, and best practices to ensure skills remain current and competitive.

### Sr. Content Specialist

Mar 2021 – Jan 2024

*Legrand | AV | Eden Prairie, MN*

- Led end-to-end thought leadership strategy — researching, writing, editing, and distributing content that positioned Legrand | AV as an authoritative voice for AV industry professionals.
- Produced monthly newsletters, multi-touch email campaigns, and a branded podcast, managing each from concept through publication for a specialized B2B audience.
- Identified and acted on brand growth opportunities by monitoring SEO and analytics data, resulting in measurable improvements in search visibility and audience reach.
- Managed and updated corporate website on Sitecore, including new landing pages, product pages, news and blog content, and strategic corporate messaging updates.
- Earned AVIXA Certified Technology Specialist (CTS) credential — a rare distinction for a content professional — deepening subject matter expertise and credibility with technical audiences.
- Collaborated closely with sales, engineering, channel, and HR teams to align content with business priorities and ensure messaging consistency across the organization.

### Social Engagement and Content Manager

Mar 2015 – Mar 2021

*Legrand | AV | Eden Prairie, MN*

- Built and managed content strategy across six Legrand sub-brands, producing blogs, case studies, white papers, articles, and landing pages that guided customers through a cohesive content journey.
- Drove consistent annual social media follower growth of 20% across all brand platforms by developing platform-specific content strategies tailored to distinct audience segments.
- Authored comprehensive brand voice guidelines adopted organization-wide, establishing tone, persona frameworks, and editorial standards that unified messaging across teams and channels.

- Led content for external industry publications, including thought leadership editorials, product announcements, expert quotes, and blog posts — extending brand visibility beyond owned channels.
- Played a key role in migrating multiple brands onto a consolidated corporate website, ensuring a seamless transition that improved accessibility, UX consistency, and content governance.
- Served as site captain for the Better Communities corporate philanthropy program, producing communications that amplified employee engagement and community impact.

**Copywriter and Content Manager**

May 2012 – Mar 2015

*Legrand | AV | Eden Prairie, MN*

- Produced a high-volume, diverse content portfolio on deadline — including catalog copy, brochures, product pages, press releases, case studies, eblasts, and web content — establishing a versatile and reliable content operation.
- Crafted executive-level messaging for company-wide announcements, ensuring tone, clarity, and brand alignment across sensitive and high-visibility communications.
- Managed and maintained internal communications site, ensuring employees had timely access to accurate company information and resources.

**Copywriter (Contract)**

Apr 2012 – Apr 2015

*The Creative Group | Minneapolis, MN*

- Edited and refined copy for a weekly financial newsletter, upholding rigorous standards for accuracy, brand consistency, and clear communication to a professional audience.
- Polished electronic communications and conference materials for client deliverables requiring precision, professionalism, and alignment with brand guidelines.

**Writer and Editor**

Jan 2007 – Sep 2011

*North Dakota State University | Fargo, ND*

- Supervised the editorial workflow for alumni newsletters, program brochures, press releases, and website projects, collaborating with department leaders, external stakeholders, and the publications team.
- Researched, wrote, and edited national award-winning creative copy in AP style across a wide variety of publications, building lasting relationships with alumni, donors, and diverse stakeholder groups.
- Translated complex, multi-disciplinary scientific research into accessible narratives for general audiences — an early demonstration of a skill that has defined the arc of a 15-year career.

**EDUCATION & CERTIFICATIONS**

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**Master of Fine Arts in Creative Writing** 2006

*Minnesota State University Moorhead*

**Bachelor of Arts in Writing** 2001

*University of Evansville*

**Certified Technology Specialist (CTS)** 2023

*AVIXA | Certificate #406297 | Exp. March 2026*

**TECHNICAL PROFICIENCIES**

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Microsoft Office | SharePoint | Sitecore | Zoho | Hootsuite | Cloudinary | SEMRush | Google Analytics | Riverside | Adobe Creative Suite (InDesign, Photoshop)