

Eric Andersen

[linkedin.com/in/ericpandersen](https://www.linkedin.com/in/ericpandersen)

Strategic communications expert with 10+ years of experience in brand management and content strategy. Proven experience writing, editing, and optimizing content with digital best practices and SEO in mind.

WORK EXPERIENCE

Wells Fargo, Financial Services Provider, West Des Moines, IA

Content Management Consultant, Wells Fargo, June 2025 – Present

- Support content migration efforts from SDL Tridion to Adobe Experience Manager (CMS platforms) to modernize and streamline the posting of content and promotions across the Wells Fargo websites and mobile app.

Spinutech, Digital Marketing Agency, Des Moines, IA

Content Strategist, Spinutech, January 2020 – August 2024

- Provided content strategy direction for organizations across industries to drive conversions and boost profits. Attended regular reporting calls with clients, including internal marketing teams and executive leadership.
 - Collaborated on a 12 website redesign project for a senior living provider for affluent older adults.
 - Interviewed doctors and wrote informational articles for a leading regional healthcare provider.
 - Supported national rebranding efforts for the largest compounding pharmacy in the U.S., including the creation of patient and provider customer personas and development of user journey maps.
 - Developed targeted emails and advertising for a billion dollar HR software solutions provider.
- Produced compelling content across a variety of digital channels, including websites, email, and social media. Ensured all content aligned with brand guidelines and client values to create a unified presentation.
- Collaborated with paid media and design teams to create engaging ad copy and design across channels.
- Partnered with the CRO team to identify user experience testing opportunities and increase conversions.

Stamats Communications, Marketing Agency & Media Company, Cedar Rapids, IA

Digital Content Specialist, Stamats Communications, December 2017 – October 2019

- Enhanced the online presence of all three B2B publications at Stamats — Meetings Today, Interiors + Sources, and Buildings — as part of the digital content strategy team. Managed hospitality industry client projects.

News & Engagement Editor, Meetings Today, November 2015 – December 2017

- Increased traffic to the Meetings Today website every year in this role. Managed social media efforts. Collaborated on daily newsletters. Monitored site analytics and oversaw web projects and updates.

E-Media Content Developer, Meetings Focus, April 2013 – November 2015

- Wrote, edited, and optimized articles for the Meetings Focus website and print magazine. Led an online rebranding effort in November 2015 when Meetings Focus transitioned to Meetings Today.

EDUCATION

University of Iowa, Iowa City, IA, August 2006 – May 2010

Bachelor's Degrees in Journalism and Marketing (Double Major)

- Received Paul Edwin Smith Estate future in journalism award. Wrote engaging articles for the literary and music beats as an arts and culture reporter for The Daily Iowan, and later was promoted to editor.

SKILLS & INTERESTS

- **Skills:** Writing; editing; content strategy; brand management; digital marketing strategy; SEO; project management; social media strategy; webinar production; podcast production; data analysis.
- **Interests:** Podcasting; attending concerts; collecting vinyl; quality coffee; disc golf.