

## Eric Andersen

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

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*Strategic communications expert with 12+ 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

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*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.

*The Daily Iowan, Independent Newspaper, Iowa City, IA*

**Arts & Culture Editor, Assistant Editor, and Reporter**, The Daily Iowan, June 2009 – August 2010

- Led weekly editorial meetings, edited stories for print, worked with writers in side-by-side edits, and ensured the arts section provided balanced coverage of cultural events. Wrote articles on the literary and music beats.

### EDUCATION

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**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.

### SKILLS & INTERESTS

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- **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; craft coffee; disc golf.