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ANNA HEINRICH

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## EDUCATION

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University of Minnesota  
B.S. in Technical Writing &  
Communication

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## SKILLS

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Content management & strategy  
Content marketing | Editing  
SEO | Social media strategy

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## EXPERIENCE

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### OBIE — WRITER CONTENT MARKETING MANAGER

August 2021 – Current

- Built editorial calendar from scratch, focused on SEO-heavy content
- Grew social media following by 400%
- Created company values, brand style guide, and editorial style guide
- Implemented email marketing program with open rates up to 62%

### PERFORCE SOFTWARE — SENIOR MARKETING WRITER

November 2020 – August 2021

- Owned content strategy and SEO for 11 software brands
- Managed editorial calendar for multi-channel content
- Interviewed subject matter experts to generate new blog posts, whitepapers, eBooks, webinar topics, and other thought leadership

### STAMATS COMMUNICATIONS, INC. — SENIOR CONTENT WRITER

June 2019 – November 2020

- Lead enterprise digital content projects
- Created searchable, audience-centric content for healthcare clients
- Managed content migration for a \$1M+ client

### STRATEGIC EDUCATION, INC. — COPYWRITER

March 2019 - September 2019

- Owned organic social for two large universities
- Wrote marketing emails, ads, and web pages for B2C and B2B
- Brainstormed relevant topics and wrote SEO-rich blog articles
- Strategized and led content efforts for alumni web migration

### COLLEGIS EDUCATION — COPYWRITER

August 2018 – March 2019

- Served as lead writer and content strategist for 10+ accounts
- Conducted A/B and conversion optimization tests to drive results
- Drove highest enrollment on record for two schools—110% of goal

### COLLEGIS EDUCATION — CONTENT MARKETING WRITER

November 2016 – August 2018

### UNIVERSITY OF MINNESOTA — WEB WRITER/EDITOR

November 2015 – November 2016