

Joel Swenson

Creative Leader Writer & Editor

Joel Swenson

Minneapolis, MN

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Portfolio: JoelSwenson.work

What I bring to the table:

As an established creative leader, I have fourteen years of experience strategizing and generating multi-channel marketing content across global and national brands in technology, ecommerce, cycling, and the outdoors. Case studies, blog posts, ebooks, social strategies, brand identities, campaign concepts, product copy, product naming, radio and video scripts... You name it, and I've probably done it at least once (including falling out of a moving Jeep while filming a bike race).

Here's some proof:

Head of Creative / Tietoevry Create

May 2024 - Present, Minneapolis, MN

I lead a global creative team of writers, designers, and video producers. My team and I are responsible for establishing and activating Create's global content strategy, brand voice, and visual guidelines. I also maintain governance over the Create brand to ensure all guidelines are followed company-wide. As the first person to hold this role in the company, I established all of our content and design processes, team structure, and oversaw the integration of three separate creative teams into one following a series of acquisitions.

Highlights so far:

- Leading a global creative team of writers, designers, and video producers across Bulgaria, Poland, Ukraine, and India
- Directed and implemented an overhaul of Tietoevry Create's brand voice, language guidelines, and personas. Additionally, I oversee the ongoing governance of the brand.
- Contributed to winning proposals that brought in nearly \$18 million in revenue
- Produced multiple case studies that directly generated leads valued at over \$10 million in revenue
- Empathetically led the creative team through three unfortunate rounds of layoffs and one department restructure

Here's some older proof:

Content Manager / MentorMate

January 2022 - May 2024, Minneapolis, MN

Responsible for MentorMate's global content strategy and led the team that implemented it. Our team worked with clients and subject matter experts to create case studies, blog posts, ebooks, and videos across multiple channels. In collaboration with other inbound marketing team members, I also finetune MentorMate's SEO strategy, social media calendar, and public relations outreach.

Senior Copywriter / ExpertVoice

June 2021 - December 2021, Minneapolis, MN (Remote)

Developed brand voice guidelines for B2B marketing content and produced a steady cadence of e-books, white papers, blog posts, and ABM email cadences while mentoring a junior copywriter/designer.

Content Writer & Editor / MentorMate

February 2020 - June 2021, Minneapolis, MN (Content Editor)

September 2018 - February 2020, Minneapolis, MN (Content Writer)

With the help of subject matter experts and clients, I produced case studies, blogs, ebooks, and videos as a content team of one. I also helped with content strategy and mentored junior writers in Bulgaria as the team eventually grew.

Copywriter / Quality Bicycle Products

February 2014 - August 2018, Bloomington, MN

Led copy efforts for QBP's diverse portfolio of in-house brands while collaborating with the rest of the copy team to write for the needs of QBP's corporate communications, including (but not limited to) brand imprints, catalog copy, ad campaigns, video scripts, social media, blog posts, press releases, product names, articles, and *a lot* of product copy.

Brands: Surly Bikes, All-City Cycles, KETL Mountain Apparel, 45NRTH, Teravail, Whisky Parts Co., Civia Cycles

Freelance Writer / Various

February 2014 - Present, Minneapolis, MN

Ideate and bring to fruition editorial articles across many topics and publications, both digital and print. While I currently specialize in music writing, I also dabble in food, business, cycling, and culture. I once spent 38 hours in the Mall of America and wrote about my experience, so there's not much I don't write about. My work with the Current earned me a first-place award from the Minnesota Society of Professional Journalists in 2023 and second place in 2025.

Clients: The Current, SUCCESS Magazine, Racket, City Pages, Ritchey Design, [Grit.CX](#), Explore Minnesota

Video Production Artist / Quality Bicycle Products

December 2011 - February 2014, Bloomington, MN

I was responsible for writing and editing scripts, creating storyboards, scouting shooting locations, and all post-production work on video projects across several brands. When the job called for it, I also did some filming here and there.

Brands: Surly Bikes, Salsa Cycles, All-City Cycles, 45NRTH, Civia Cycles

Where I learned it all:

The Art Institute International Minnesota / B.S. Advertising

September 2007 - September 2011, Minneapolis, MN