

Joel Swenson

Writer and Editor

Joel Swenson

Minneapolis, MN

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Joelswenson.work

What I bring to the table:

Nine years of experience strategizing and generating multi-channel marketing content across global and national brands in technology, 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:

Content Editor / MentorMate

February 2020 - Present, Minneapolis, MN

Content Writer / MentorMate

September 2018 - February 2020, Minneapolis, MN

I'm responsible for MentorMate's global content strategy. I work with clients and subject matter experts to create case studies, blog posts, ebooks, and videos that are used across multiple channels. In collaboration with other members of the inbound marketing team, I also finetune MentorMate's SEO strategy, social media calendar, and public relations outreach.

Highlights so far:

- Leading a global content team of two writers and one videographer in Bulgaria
- Developed brand voice, language guidelines, and personas
- Wrote multiple case studies that directly generated leads valued at over \$2 million in revenue
- Contributed to winning proposals that brought in nearly \$5 million in revenue
- Worked with the Solutions team to rethink and revamp MentorMate's services and offerings
- Won the Halloween costume contest after less than two months with the company

Here's some older proof:

Copywriter / Quality Bicycle Products

February 2014 - August 2018, Bloomington, MN

Lead 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 and blog posts, press releases, product names, articles, and *a lot* of product copy.

Brands: Surly Bikes, All-City Cycles, KETL Mountain Apparel, 45NORTH, 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.

Clients: City Pages, Ritchey Design, Grit.CX

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 Internation Minnesota / B.S. Advertising

September 2007 - September 2011, Minneapolis, MN