

Lisa Arnseth

Portfolio: <https://www.lisaarnsethwriter.com>

Content Strategist

- Versatile content expert with extensive B2B marketing, publishing and media relations experience.
- Nurtures cooperative relationships with stakeholders to drive lead generation and brand value through magnetic, engaging, omni-channel content.

Skills

- Strategic Planning & Development
- Branded & Technical Communication
- Marketing & Editorial Copywriting
- Blog Coordination & Site Maintenance
- Proofreading, Copyediting & QA
- SEO Optimization
- Social Media Management
- Media/ Public Relations
- Research & Project Management
- Webinar Scripts & Proposals

Professional Experience

KINAXIS, Remote – *Supply chain management software provider*

Senior Content Marketing Manager, 1/2021 to present

Develop, polish and approve B2B content as part of the global Corporate Marketing team. Align content to branding and style standards across Demand Generation, Industry & Solutions, Events and Partner Marketing divisions. Create nurture and lead gen content for email, paid advertising and social/PPC campaigns. Brainstorm creative direction and messaging to boost market visibility. *Fully-remote position.*

Selected Accomplishments:

- Wrote and approved copy for “Supply chains are human” and “Moments” media campaigns
- Co-owner of [The Signal](#) blog, handling submissions, approval process and publication
- Partnered with Recruitment Marketing for *The Muse* [profile page](#), award submissions and blogs
- As DEI Committee and Employee Resource Group member, created a June Pride month internal fundraising campaign raising \$1,600 for a Canadian non-profit.

VIVANTE HEALTH, Remote – *Digital platform for digestive disease management*

Content Marketing Manager & Strategist, 3/2020 to 8/2020

Defined high-level acquisition content strategy to drive lead generation and ongoing buyer engagement. Developed and created omni-channel content to steer and support revenue objectives with blog posts, gated case studies and eBooks, webinars, email cadences, video scripts and executive presentations. *Fully-remote position.*

Selected Accomplishments:

- Developed and executed multi-channel content strategy and content calendar
- Optimized [vivantehealth.com](#) for SEO value
- Digital and social media content management, increasing LinkedIn engagement by 38% in Q3 2020
- Created three educational webinars and a variety of top & mid-funnel content incorporating clinical outcomes/research from Chief Medical Officer and product/member engagement team.
- After downsizing, hired as a contract Content Writer from 8/2020 to 1/2021. Wrote UX content.

CU REALTY SERVICES, Remote – *Real estate marketing technology for credit unions***Content Specialist**, 6/2018 to 12/2019

Extensive content ownership for multiple client and account channels, from email to corporate website copy. Wrote press releases, eBooks, technical integration guides and more. Strategized with sales/AMs to fine-tune marketing messaging and tech guidelines for leads and established clients. Optimized content for lead conversion and retention. *Fully-remote position.*

Selected Accomplishments:

- Created all copy for major website relaunch of curealty.com in late 2018.
- Built a new editorial and branding style guide; developed copy standards & proofreading process.
- Developed messaging for a campaign that increased new credit union member registrations 46%

PREPASS SAFETY ALLIANCE, Phoenix, AZ – *Non-profit for trucking and highway safety***Content Marketing Manager**, 4/2017 to 6/2018

Conceptualized, wrote and/or coordinated all text and content for multiple channels, including website, landing pages, sales collateral, white papers and press releases. Monitored social media and managed design elements for campaigns, overseeing multiple projects with freelance writers and SMEs.

Selected Accomplishments:

- Identified and built four customer personas and optimized pillar website pages.
- Updated content for two major website refreshes, including coordination of location photoshoots and QC of all creative and design elements on prepass.com.
- Owner of master content calendar, content guidelines and brand consistency across all mediums.
- Coordinated content for three major services and SaaS product launches. Hosted product/best practices webinars.
- Launched branded trucking safety podcast, *Eyes on the Road*, with a contributing SME.

INSTITUTE FOR SUPPLY MANAGEMENT, Tempe, AZ – *Not-for-profit professional education association for supply chain management certification***Senior Writer and Publications Coordinator**, 3/2007 to 3/2017

Planned, researched and coordinated editorial content for B2B magazine, e-newsletters and special topic supplements. Interviewed subject matter experts and wrote bylined feature articles; extensive editing.

Selected Accomplishments:

- Launched new magazine microsite. Trained publications team on blogging and social media best practices on Wordpress, Twitter, LinkedIn and Hootsuite.
- Author of more than 70 feature articles and creator of three popular columns
- Handled digital QA on each issue prior to ISM app push-out; built email messages in Real Magnet; ghostwriter on copy for managing editor.
- Managing editor of bimonthly e-newsletter

TRIVITA, Scottsdale, AZ – *National health supplement manufacturer and retailer with multi-level business affiliate opportunity***Copywriter**, 5/2004 to 3/2007

Developed targeted copy for various product and business opportunity collateral. Managing editor of boutique magazine for business affiliates. Product website content development and copywriting.

Selected Accomplishments:

- Conceptualized and wrote all content for *Reciprocity Report* magazine, including house ads and related direct sales materials.
- Brainstormed dynamic messaging and created all copy for new website, collaborating with designer and web developer. Supervised a successful launch through each stage of development.

POWERTRADE MEDIA LLC, Phoenix, AZ – B2B magazine publisher and advertising agency

Managing Editor, 3/2001 to 4/2004

Primary editorial manager responsible for content creation, article coordination and editorial calendar planning. Supported sales team to position ads. Managed an assistant editor.

Selected Accomplishments:

- Handled all editorial for the launch of *Marina Business Today* magazine, including recruitment of an advisory board and brought new advertisers on-board.

VIRGO PUBLISHING INC., Phoenix, AZ – B2B magazine publisher

Editor-In-Chief, 11/1998 to 3/2001

Editorial manager for three print trade magazines: *Modern Car Care*, *Infection Control Today* and *StageCraft*. Created editorial calendars, secured freelance authors (both SMEs and advertisers) and columnists. Responsible for end-to-end production process, including layout and ad placements with sales managers/publishers. Managed two assistant editors.

Selected Accomplishments:

- Assumed the Editor role of *Infection Control today* magazine, a medical industry journal using Chicago MLA style.
- Conceptualized and developed a new magazine from ground-up: *StageCraft*. Recruited an Editorial Advisory Board featuring Tony Award-winning lighting and set designers.

Volunteer Experience

PLEA FOR THE SEA, Scottsdale, AZ – Grassroots ocean conservation education and outreach

Director, Media Communications, 5/2016 - 10/2018

Co-founder and non-profit Board member. Website manager and press relations writer/coordinator. Communicating with followers via social media. Arranged local TV and print coverage of advocacy events.

AZ ANIMAL WELFARE LEAGUE, SECOND CHANCE DOG RESCUE, TRENTON ANIMALS ROCK

Various volunteer and foster roles, 2000 - 2022

Technology Skills

Outlook, MS Office, Sprout, Wordpress, Hubspot, Dreamweaver, Adobe InDesign, Final Draft, Zoom, GoTo Webinar, CMS (Wrike, Monday, ASANA, Slack), Google Docs, SEMRush, Moz, SurveyMonkey, Miro, Proofjump, MS Teams, Bynder DAM

Education

MONMOUTH UNIVERSITY, West Long Branch, NJ

B.A. in Communications, Concentration in Radio and TV Production (Graduated Cum Laude)