

Lisa Arnseth

ljarnseth@gmail.com • 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 Copywriting
- Blog Writing & Site Maintenance
- Proofreading & Copyediting
- SEO Optimization
- Social Media Management
- Media/ Public Relations
- Research & Project Management
- Webinar Scripts & Proposals

Professional Experience

VIVANTE HEALTH, Remote – *Digital health 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.

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 successful baseball-themed promo campaign that increased new member registrations 46% for participating credit unions, boosting mortgage loan volume.

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, and oversaw multiple projects with freelance writers and SMEs.

Selected Accomplishments:

- Identified and built four customer personas and optimized pillar website pages for each
- Updated all 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 for editorial assets. Managed content guidelines and branding consistency across all mediums.
- Key communications manager for three major services and product launches. Developed and hosted product/best practices webinars featuring executive management.
- Consolidated input from multiple internal stakeholders to develop new SEO-based marketing collateral.
- 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 responsibilities.

Selected Accomplishments:

- Launched new magazine microsite. Trained publications team on blogging best practices how to post to Wordpress and later, Twitter, LinkedIn and Hootsuite.
Author of more than 70 feature articles, including a "100 Years of ISM" piece used by marketing team to highlight the deep history of the association to various audiences.
- Handled digital QA on each issue prior to ISM app push-out; built email messages in Real Magnet; ghostwriter on copy for managing editor.
- Assumed the managing editor role of a bimonthly e-newsletter after company reorg, in addition to established responsibilities. Forged strong relationships with outside authors and gained reputation as a professional, friendly and thorough editor.
- Played key role in developing annual editorial calendar and conceptualized a number of popular ongoing columns for the magazine. Performed reader surveys, continuously honing the best topic angles to speak to the current needs of ISM Members and internal department initiatives for new product awareness.

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, coordinating with vice presidents to deliver specific messaging in a reader-friendly, newsstand-style publication. 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. Recruited to Marketing Department when magazine was discontinued.
- 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.
- Hand-selected to write script for a new product information audio CD by VP of R&D. Script supervisor for a live television infomercial recording.

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. Worked directly with traffic manager and sales team to position ads, and included advertisers within editorial in a non-promotional, reader-friendly manner. Managed an assistant editor.

Selected Accomplishments:

- Handled all editorial for the launch of *Marina Business Today* magazine, including recruitment of an advisory board and worked with publisher to bring a number of advertisers on-board.
- Assumed the managing editor role of *BUS Ride* magazine when company ownership changed. Maintained strong relationships with existing contributor base and created new columns.

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:

- Promoted from assistant editor to managing editor to editor in chief of *Modern Car Care*.
- 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 - 10/2017**

Co-founder and non-profit Board member. Website manager and press relations writer/coordinator. Communicating with followers via social media to disseminate facts and info pertinent to the group's mission. Arranged local TV and print media coverage of three advocacy events.

Selected Accomplishments:

- Spokesperson interviewed on KFAX 1100AM, Fox 10 News and Channel 5 Investigative Reports.
- Built pleaforthesea.com website in Wordpress; wrote all messaging and content.
- Coordinated with national animal welfare groups and local businesses to develop campaign strategies, including mall kiosk advertising and a scuba shop partnership.

Technology Skills

Outlook, MS Office (Word, Excel, Powerpoint), Sprout, Wordpress, Hubspot, Dreamweaver, Adobe InDesign, Final Draft, Zoom, GoTo Webinar, CMS (ASANA, Slack), Miro, Google Docs, SEMRush, Moz, Google Console, SurveyMonkey

Education

MONMOUTH UNIVERSITY, West Long Branch, NJ

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

