

Valerie Vigdahl Superfine

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OBJECTIVE

To find opportunities that utilize my creativity, organizational skills, attention to quality and other strengths

PROFESSIONAL EXPERIENCE

Freelance Copywriter and Online Marketer

V.V. Ink (self-employed)

April 2017 – Present

Help clients meet their online marketing needs by providing them with content solutions, including blogs, articles, social media posts, white papers and websites, that will resonate with their target audience.

Ongoing clients are in the IoT, education, and health care fields.

Senior Writer/Content Strategist

Ulteig (Contract through Antenna)

April 2020 – December 2020

- Support Ulteig's *Leverage the Core* strategic plan work by creating communications for 4 product launches across all tactics including website content, statement of qualifications (SOQs), white papers, emails, technical 1-pagers, infographics, case studies and social media posts.

January 2021 – May 2021

- Assist one of Ulteig's energy clients with their distribution plan documents for grid modernization, including writing, editing and advising on overall structure.

Copywriter

Society of Corporate Compliance and Ethics & Health Care Compliance Association

June 2018 – January 2020

- Write print and online materials including emails, ads, brochures, magazine articles, social media posts, website content, and press releases
- Edit print and online materials for consistency, errors, and other updates
- Develop SEO terms for both organic and paid Google search
- Plan, update, execute press releases and act as press contact for the organization

Contract Copywriter

United Health Group, Minnetonka, MN (Contract through Aquent)

September 2017 – December 2017

- Research and write blogs and social media posts for the Medicare Made Clear (MMC) initiative
- Write answers to comments and personal messages from the MMC Facebook page

- Perform audits of current articles on specific topics to identify gaps
- Help to generate meaningful SEO terms for each article topic

Copywriter II/Content Marketer

FindLaw, A Thomson Reuters Business, Eagan, MN

July 2011-April 2017

(Contract through Hire Investment)

March 2011-July 2011

- Interview attorneys and write search engine optimized marketing copy for law firm websites
- Create blogs, articles and social media posts to increase customers' online presence
- Write paid-per-click landing pages and practice-focused websites for law firms
- Write attorney profiles and practice area focus pages for placement on the FindLaw website
- Manage the fulfillment of Super Lawyers attorney and firm profiles, working with outside vendors and other members of the internal team to write and finalize content
- Assist in the development of employee training materials and the execution of pilot projects

Communications Specialist

Park Nicollet Health Services, St. Louis Park, MN

September 2004-August 2010

- Concept and write concise copy for campaigns, brochures, ads, web sites, social media content, newsletters, direct mail and other materials
- Coordinate progress of materials from conception to completion, work with print and web designers, printers and photographers
- Develop and maintain branding and identity for Struthers Parkinson's Center, Melrose Institute, Women's Health and other care areas
- Develop and maintain social and interactive media presence on Facebook, Twitter and You Tube

Writer and Designer

Catholic Charities, Minneapolis, MN

March 2002–September 2004

- Write and edit audience-appropriate copy for newsletters, letters, press releases, promotional materials and web content
- Concept and design brochures, postcards, flyers, invitations, newsletters and other marketing materials
- Work with vendors on production of promotional pieces
- Work with Webmaster to keep organization website updated
- Write and distribute weekly e-newsletter to employees

EDUCATION AND TRAINING

B.A. in English, writing concentration

College of St. Catherine - St. Paul, MN

May 2000

Google AdWords Fundamentals - Google Academy for Ads - 2018

Basic and intermediate AdWords concepts, including the best practices for creating, managing and optimizing campaigns.

Google Analytics – Skillsoft - 2018

Topics included Google Analytics fundamentals and data collection, Google Analytics reports, Google conversions and tags, and Analytics APIs and tools.

Writing for Web & Mobile – Gymnasium - 2018

Covers a lean approach to creating content that engages and converts users to buyers, includes analyzing customer data, creating user experience flows and utilizing the Content-First UX Design methodology.

Building a High-Performance Content Writer Team - Dale Carnegie - 2012

Training to manage difficult customer situations, build credibility and expertise, advance the conversation with reluctant clients, and master the consultative interviewing process