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| **Anna Heinrich**aheinrichx@gmail.com(847) 406-7245<http://www.linkedin.com/in/annaeheinrich/>  |  | | --- | | Portfolio:[annaheinrich.journoportfolio.com](https://annaheinrich.journoportfolio.com/) | | EducationUniversity of Minnesota B.S. in Technical Writing & Communication | | Skills Content management & strategy  Content marketing | Editing  SEO |Social media strategy | | |  | | --- | | ExperiencePerforce Software — Senior Marketing WriterNovember 2020 - Current• Owns content strategy for 11 software brands • Manages editorial calendar for multi-channel content  • Interviews subject matter experts to generate new blog posts, white papers, eBooks, webinar topics, and other thought leadership  • Applies SEO expertise to content strategy to ensure website is optimized for search and drives inbound leads Stamats Communications, Inc. — Senior Content WriterJune 2019 – November 2020• Lead enterprise digital content projects• Created searchable, audience-centric content for healthcare clients• Managed content migration for a $1M+ clientStrategic Education, Inc. — CopywriterMarch 2019 - September 2019• Owned organic social for two large universities• Wrote marketing emails, ads, and web pages for B2C and B2B• Brainstormed relevant topics and wrote SEO-rich blog articles for college audiences • Strategized and led content efforts for alumni web migration Collegis Education — CopywriterAugust 2018 – March 2019• Served as lead writer and content strategist for 10+ accounts• Conducted A/B and conversion optimization tests to drive results• Drove highest enrollment on record for two schools—110% of goal• Managed paid social account for content marketingCollegis Education — Content Marketing WriterNovember 2016 – August 2018University of Minnesota — Web Writer/EditorNovember 2015 – November 2016 | |  | |