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| **Anna Heinrich**aheinrichx@gmail.com(847) 406-7245<http://www.linkedin.com/in/annaeheinrich/>

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| Portfolio:[annaheinrich.journoportfolio.com](https://annaheinrich.journoportfolio.com/) |
| EducationUniversity of Minnesota B.S. in Technical Writing & Communication  |
| SkillsContent management & strategy Content marketing | Editing SEO |Social media strategy  |

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| 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 leadsStamats 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 migrationCollegis 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 marketing Collegis Education — Content Marketing WriterNovember 2016 – August 2018University of Minnesota — Web Writer/EditorNovember 2015 – November 2016  |
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