

LINDSEY HADDEN

content | copywriting | strategy

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EXPERIENCE

Content Strategist, Bullseye Media, Minneapolis, MN

Jan. 2025 - Present

Develop go-to-market digital strategies for primarily B2B organizations, as well as serve as copywriter and copyeditor. Campaign strategies have led to an increase in marketing-qualified leads and new business opportunities for clients.

Copywriter, Strategist (Contract), DKY, Bloomington, MN

Jul. 2024 - Dec. 2024

Initially brought on as a social media strategy consultant for a new business opportunity, but there were additional needs within the agency to write copy for a number of their accounts and was able to step in and fill some gaps. Developed social media strategies, wrote articles, and wrote website copy for one of the world's largest agricultural brands, a major outdoor recreational brand, and wrote copy for professional basketball players.

Content Manager, Nerdery, Edina, MN

Oct. 2021 - Oct. 2023

Managed content strategy and development for go-to-market campaigns and growth initiatives. Supported marketing events by developing questions for moderated events, writing speeches and introductions for hosts, helping with day-of coordination, and driving promotional content, including emails, social media, blog and landing page content, and video. Managed social media team, drove strategy for organic social media content, and paid social media in support of campaign efforts.

Digital Content Strategist, Russell Herder, Minneapolis, MN

Nov. 2020 - Sept. 2021

First in a newly created position to ensure digital marketing and content efforts achieve clients' business goals. Worked at a strategic level within multiple digital disciplines, including content development, social media, email, SEO/SEM, and UX. Industries supported include government/non-profit, fintech, hospitality, B2B, and higher education.

Digital & Social Media Manager, Public Works, Minneapolis, MN

May 2018 - Oct. 2020

Responsible for social media and digital and content strategy for Public Works clients in industries from CPG to higher education. Worked in multiple strategic functions in social content development, paid media, SEO/SEM, as well as copywriting/editing.

SKILLS

Analytics; B2B; Brand messaging; Case study development; Content management; Content marketing; Content strategy; Copywriting; Editorial planning; Email marketing; Event management; Ghostwriting; Go-to-market campaigns; Longform content development; Marketing communications; Multimedia content development; Project management; Proofreading; Public Relations; Scriptwriting; SEM; SEO; Social media copywriting; Social media management; Social media strategy; Speechwriting; Team leader; UX content strategy; Webinar management

SOFTWARE/APPLICATIONS

Adobe
Illustrator/InDesign/Photoshop/Premiere Pro; Basecamp; Craft; Drupal; Google Analytics/AdWords/Search Console/Tag Manager; HubSpot; Monday, Pardot; Salesforce; Screaming Frog; SEM Rush; Sitecore; Wix; WordPress

EDUCATION

Bachelor's, Public Relations

Central Washington University

AWARDS

Silver - AdFed The Show 2020

Role: Copywriting/UX/SEO support
Awarded: Silver
Category: Consumer Website
Organization: Public Works
Advertiser: Cargill