

Lisa Schindeldecker
digital content strategy
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MY SKILLS

- 20 + years of experience developing and implementing digital content strategies that drive customer engagement and produce results
- Very knowledgeable about content strategy, SEO, and UX best practices
- Experience working with content management tools including Adobe Experience Manager
- Ability to collaborate effectively with designers, developers, leadership, and business partners
- People management experience
- Data-driven, process-minded, strategic, creative, detail-oriented, and resourceful
- Knowledgeable about web metrics and tools, such as Adobe Analytics, Clarity, and SEM Rush
- Experience providing direction to creative agencies
- Many years of experience writing for websites, emails, social media, print pieces, blogs, etc.

PROFESSIONAL EXPERIENCE

Medtronic | Minneapolis, MN | March 2017-present

Principal Web Content Strategist – I create effective digital content strategies that deliver on business objectives for Medtronic. My role is to work with partners to create compelling web content stories guided by data, business goals, customer journeys, user experience, content, and SEO best practices. My responsibilities include creating detailed content documents, performing content audits, consulting on analytics, developing information architecture plans, providing design and UX guidance, recommending SEO optimizations, writing on-brand digital content, working with technical partners to enhance web functionality, and more. My role requires close collaboration with marketing partners, developers, leaders, project managers, user experience leads, and designers.

The Lacek Group | Minneapolis, MN | April 2019-March 2020; May 2014-May 2015

Freelance Senior Copywriter – I wrote and edited copy for emails, social, direct mail pieces, and more at The Lacek Group.
Clients included: [Marriott Bonvoy](#), [Verizon](#), [Starwood Hotels](#), and [American Family Insurance](#)

ICF Olson | Minneapolis, MN | March 2017-July 2017

Senior Digital Content Strategist – I created digital content strategies, content roadmaps, and also worked on content audits for Olson. **Clients included:** [Pure Leaf Tea](#), [Medicare Made Clear](#), and [3M](#)

BWBR | St. Paul, MN | March 2016-October 2017

Freelance Senior Copywriter – My main assignment for BWBR was to ghost write blog posts about architecture and design topics. I also wrote several research summaries based on longer technical documents and white papers.

Ameriprise | Minneapolis, MN | April 2015-March 2017

Freelance Senior Copywriter – In this role, I wrote, edited, and developed content for Ameriprise client service letters. In addition, I revised a copy style guide, consulted on process improvements, and trained teams on style standards. This position required close collaboration with several business teams.

Target.com | Minneapolis, MN | May 2011-January 2014

Digital Operations and Publishing Manager for the [weekly refresh of Target.com](#) – I managed and co-led a content publishing team that supports the strategic business priorities for Target.com. This team was responsible for updating 200-400 pages monthly on Target.com. As a center of tool and process excellence, my team drove several projects to improve operational efficiency. These projects included internal communications and training materials development.

Target.com | Minneapolis, MN | July 2009-May 2011

Senior Managing Producer on the [redesign of Target.com](#) – Our small creative team was responsible for working with vendors to complete all deliverables associated with this large project. My role included cross-functional process development, financial planning, vendor management, internal communications, and diligent project planning within strict,

intense timelines.

Target Marketing | Minneapolis, MN | July 2008-July 2009

Senior Project Manager/Business Consultant for Target Marketing Operations – I led vendor, technology, and business teams to design and deliver internal business tool solutions. This role included overall end-to-end project management, internal communications, training, and process optimization.

Wolfmotell (now Modern Climate) | Minneapolis, MN | November 2007-July 2008

Account Manager for St. Jude Medical and Best Buy – I provided all elements of account management from pre-sales through project delivery. In addition, I worked collaboratively with creative and technical teams to develop and deliver strategic interactive and traditional marketing solutions for both retail and medical device companies.

Target Marketing | Minneapolis, MN | 2004-2007

Senior Digital Content Strategist for the Back to College Campaign, Target Beauty, Online Weekly, and Store Locator – In this role, I planned and led online and new media strategies that achieved Target's primary business objectives. I partnered and collaborated with Target's marketing team, interactive creative team, project management team, technical resources, creative agencies, and technical vendors to implement strategies for large online projects. I also mentored and coached other members of the interactive marketing team.

Target Financial Services | Minneapolis, MN | 2003-2004

Interactive Project Manager for Target Redcard – I managed all aspects of key web and kiosk projects that supported the business needs of Target Financial Services. I was the primary liaison between business sponsors, Target.com, and Target Technology Services.

EDUCATION

University of Wisconsin | Madison, WI | B.A. Journalism and Sociology