

HEATHER VON RUDEN

CONTENT STRATEGIST AND UX WRITER

PROFILE

PHONE (701) 373-5473

EMAIL heather.vonruden@gmail.com

WEBSITE www.hvrlc.com

EDUCATION

Bachelor's Degree

University of North Dakota

Major in English Language & Literature

Minor in Religion & Philosophy

20 YEARS EXPERIENCE

- Digital, UX, & print copywriting & editing
- Content strategy for websites, applications, & campaigns
- 1:1 segmentation and strategy
- Editorial calendar development and management
- Process, style guide, and strategy documentation

CLIENTS

MEDICA 2021 - 2022

Content strategy, UX writing, and digital copywriting. Managed all aspects of content migration and CMS implementation for new member portal. Documented all relevant information architecture, tools, processes, workflows, and governance.

NCXT 2019 - PRESENT

Content strategy and copywriting for consulting company, including proposals, reports, web content, advertising and marketing collateral, surveys, data synthesis, process automation, and documentation.

SECURIAN FINANCIAL 2016 - 2021

Content strategy and copywriting for new digital application, including landing pages, UX writing, emails, social ads, B2B pitch decks, and collateral.

CAPELLA UNIVERSITY 2012 - 2017

Copywriting for emails, web pages, print materials, program descriptions, and more. Developed content strategy and copy for first iteration of 1:1 email program. Strategy and copywriting for targeted micro-site.

VARIOUS CLIENTS 2004 - PRESENT

Content strategy and development for a range of established and start-up organizations. Work includes application development, blog posts, landing pages, websites, brochures, product descriptions, contact scripts, personal statements, speeches, and more.

REFERENCES

Becky Burley

Director, Brand & Digital
Capella University
(651) 592-4917
rebeccaburley@gmail.com

Chris Defrancesco

Creative director, Securian project
Alphabetic Design
(617) 834-8089
chris@alphabeticdesign.com

Chris Mikko

Manager, Content Strategy and
Copywriting at Medica
(651) 308-6502
Christopher.Mikko@medica.com