

STEVE HOPSTAKEN

3301 Yukon Ave. St. Louis Park, MN 55426

(952) 994-1683

hopstaken@gmail.com

<https://www.steve-hopstaken.com>

Skills

- Web content management, writing, and UX content editing as part of an Agile scrum team.
- Administering web content management systems and content life cycle workflows.
- Experience using site tools such as Adobe Experience Manager (AEM), Jira, Keyword Planner, AMP (ADA Compliance tool) and SiteImprove.

Writing Highlights

- **UX/Web** – I have done UX for web sites and mobile apps for Smiths Medical, U.S. Bank, Ameriprise and Select Comfort.
- **Retail** – I have written retail content for Bissel, Edina Realty, Fingerhut and Select Comfort, including catalog copy, radio commercials, and web content.
- **B2B** – I have written business-to-business brochures, press releases, RFPs and web content for Warner Bros. International Television, Smiths Medical, and Medtronic.
- **B2C** – I have written business-to-consumer content for a wide variety of services and companies, including US Bank, Cigna Health, U of M Physicians and Ameriprise.

Work History

Web Content Writer - VARIOUS COMPANIES - 04/2014 to present

- **Ameriprise:** Wrote and managed content for Ameriprise secure site and mobile app. 12/2017 to 06/2018. Note: Contract through Pyramid.
- **Cigna:** Wrote and managed content for mobile applications and mycigna.com. 07/2017 to 12/2017. Note: Contract through Aquent.
- **Select Comfort:** Digital Web Specialist for SleepNumber.com, where I created web pages, updated product information, ran analytic reports and managed consumer Social Media efforts. Documented procedures and created content approval workflows. 12/2014 to 11/2016. Note: Contract through Horizontal Integration.
- **Thrivent Financial:** Developed editorial calendar for customer articles. Managed content for a Thrivent.com redesign. Coordinated workflows for copy, photos and edits. Note: Contract through Creative Group. 09/2014-11/2014

Digital Content Manager/Writer - U.S. BANK - 08/2012 to 04/2014

- Wrote content for US Banks iOS and Android mobile apps.
- Created content workflows for approvals through creative, compliance and legal.



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Digital Business Specialist - SMITHS MEDICAL - 03/2010 to 08/2012

- Worked with stakeholders to write and edit 1,000-page global website, [Smiths Medical.com](http://SmithsMedical.com).
- Wrote B2B and B2C Marketing materials.

Web Content Writer - VARIOUS COMPANIES - 07/2007 to 03/2010

- **Medtronic:** Wrote and edited content for major re-branding Medtronic.com project using the Stellent Content Management System. Optimized meta data and web page content for SEO. 12/2009 to 03/2010. Note: Contract position through Darwin-Suzsoft
- **Be the Match Bone Marrow Donor Program:** Wrote and edited content for major BeTheMatch.com re-branding project using the Sitecore CMS. Rewrote and moved over a hundred web pages to new website. Created and managed YouTube site for promotional and testimonial videos. Part of task force that researched and selected a new content management system. 07/2008 to 04/2009. Note: Contract position through Creative Group.
- **University of Minnesota Physicians:** Coordinated content transfer from proprietary content management system into new Stellent content management system for UMphysicians.org. Wrote, edited and managed content for three websites during transition to new site. 01/2008 to 04/2008. Note: Contract position through U of M Physicians.
- **Ameriprise Financial:** Wrote and edited content for the initial build of Riversource.com website, a new portal for agents selling Ameriprise branded products. 07/2007 to 12/2007. Note: Contract position through Distinction By Design.

Marketing Writer - RSM MCGLADREY - 08/2005 to 05/2007

- Wrote national ads for *Wall Street Journal*, *Business Week* and other business publications, increasing awareness of the RSM McGladrey name in key markets.
- Wrote radio spots for local and national markets.
- Wrote and edited B2B and B2C brochures, direct mail and press releases for national marketing office and local field offices across the country. Updated web content for rsmus.com

Communications Consultant - VARIOUS COMPANIES - 02/2003 to 08/2005

- For two years, I worked as a freelance communications consultant, mainly writing web copy and coordinating web projects. Some of my projects included:
- **International Diabetes Center:** Created content for publishing website and print catalog.
- **Definity Health:** Coordinating and writing site updates for Definity Health's customized open-enrollment web pages.
- **OnRobo.com:** Writing feature articles for OnRobo.com, a site devoted to household robots.



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Web Writer - EDINA REALTY HOMESERVICES - 04/2000 to 02/2003

- Project coordinator for development project that brought 11 national websites onto a single platform and put houses online. Documented and storyboarded website development. Created training materials for realtors and brokers. Note: 6 months as employee, 18 months as a contractor.

Copywriter - FINGERHUT - 11/1997 to 04/2000

- Wrote and edited consumer product copy for Fingerhut website. Part of team that brought 100,000 products online for the first time.
- Developed marketing concepts, site designs and Internet marketing promotions for AndysGarageSale.com a website created to sell Fingerhut discontinued products.



Catalog Copywriter - DAMARK INTERNATIONAL - 11/1994 to 11/1997

- Wrote and edited consumer catalog and direct mail copy.

Copywriter/Editor - WARNER BROS. INTERNATIONAL TV - 9/1993 to 6/1994

- Wrote and designed marketing communications for television programs and feature films. Also, wrote trade show collateral and company newsletters.

Marketing Associate - PERSONAL BIBLIOGRAPHIC SOFTWARE - 11/1991 to 5/1993

- Wrote, designed and desktop published marketing communication for ProCite and BiblioLink software (now Endnote software).



Copywriter - BHC ADVERTISING - 10/1989 to 5/1991

- Wrote copy for health, fitness and rehab products catalogs.
- Wrote and produced radio ads.

Education

- B.S. Degree: Major in Mass Communications/Journalism. Northern Michigan University.



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