

Lisa Schindeldecker
digital & content strategy
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MY SKILLS

- 15+ years of experience developing and implementing successful digital business strategies
- Digital/content strategy for: Target, Medtronic, The Lacek Group, ICF Olson
- Ability to work effectively with designers, developers, creative leadership, and business stakeholders
- Both internal and external creative agency experience
- Content management experience
- Extensive project management experience for all project sizes
- Detail-oriented, resourceful, strategic thinker, quick learner, and creative problem solver
- Writing and content strategy for websites, emails, print pieces, training materials, case studies, etc.

PROFESSIONAL EXPERIENCE

Medtronic | Minneapolis, MN | March 2017-present

Content/Digital Strategist – As part of the Global Solutions Digital Marketing group, I consult on digital/content strategies for various areas of Medtronic’s business. This includes making information architecture recommendations, consulting on website content, performing content audits, writing, editing and proofing content.

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

Freelance Content Strategy & Copywriting – I write and edit copy for emails, social, direct mail pieces and more at The Lacek Group. **Current client: Marriott Bonvoy; Past clients: Verizon, Starwood Hotels, American Family Insurance**

ICF Olson | Minneapolis, MN | March 2016-July 2017

Digital Content Strategist – I created digital content strategies, content roadmaps and also worked on a content audit for Olson. **Clients included: 3M, Pure Leaf Tea, and Medicare Made Clear**

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. As a center of tool and process excellence, my team drove several projects to improve operational efficiency.

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

Senior Digital Project Manager 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

Digital 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.

Wolfmotel (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 at this creative agency. In addition, I worked collaboratively with creative and technical teams to develop and deliver strategic digital and traditional marketing solutions for both retail and medical device companies.

Target Marketing | Minneapolis, MN | 2004-2007

Digital Strategist and Content Planner for the Back-to-College Campaign, Target Beauty, Online Weekly and Store Locator – I planned and led digital and new media strategies that achieved Target’s primary business objectives. I partnered with Target’s marketing team, digital creative team, technical resources, creative agencies, and technical vendors to implement

strategies for large online projects. I also coached other members of the interactive marketing team.

Target Financial Services | Minneapolis, MN | 2003-2004

Digital 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