

**Steve Hopstaken**  
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Online Portfolio: [www.stevehops.com](http://www.stevehops.com)

## Skills & Training

- Web content management, social media marketing, and digital content creation.
- Experience in administrating content management systems, search engine optimization, web page content creation and user experience development.

## Work History

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### Global Digital Business Specialist – Smiths Medical 03/2010 to Present

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#### Project highlights:

- Worked with stakeholders to update 1,000-page global website.
- Created procedures and training materials for development of 24 international websites to be rolled out in 2012.
- Created electronic workflow approval process to streamline creation and updating of product webpages.
- Created procedure and system to audit web pages on a yearly basis to keep content up-to-date and within compliance.

#### Day-to-Day Responsibility for:

- Editing and writing content [for Smiths Medical.com](http://SmithsMedical.com).
- Managing the content management system (CMS)
- Maintaining social media content and developing the social media policy.
- Creating online training materials.
- Training web content editors in using the content management system.
- Optimizing web pages for search engines.
- Coordinating international website content production.

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### Web Content Manager - Medtronic 12/2009 to 03/2010

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- Wrote and edited content for major re-branding project using the Stellent Content Management System.
- Optimized meta data and web page content for search engines.

Note: Contract position

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### Web Content Writer/Manager: Be the Match (Marrow Donor Program) 07/2008 to 04/2009

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- Wrote and edited content for major re-branding project. Rewrote and moved over a hundred web pages to new website.
- Created YouTube site for promotional and testimonial videos.
- Monitored social media sites (Twitter, Facebook and medical site comment boards).

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- Analyzed web traffic and created site reports to measure marketing campaigns and web design effectiveness.
- Created meta data for search engine optimization (SEO).
- Part of task force that researched and selected a new content management system.

Note: Contract position

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**Web Specialist/Writer: U of M Physicians 01/2008 to 04/2008**

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- Coordinated content transfer from proprietary content management system into new Stellent content management system.
- Wrote, edited and managed content for three websites during transition to new site.

Note: Contract position

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**Web Content Manager: Ameriprise 07/2007 to 12/2007**

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- Wrote and edited content for the initial build of Riversource.com website, a new portal for agents selling Ameriprise branded products.

Note: Contract position

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**Marketing Writer: RSM McGladrey 08/2005 to 05/2007**

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- 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 brochures, direct mail and press releases for national marketing office and local field offices across the country.
- Wrote financial white papers, feature article and brochures for RSM McLaren financial services.

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**Communications Consultant : Various Companies 02/2003 to 08/2005**

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For two years I worked as a freelance communications consultant, mainly writing web copy and coordinating web projects. Some of my projects included:

- Writing copy for International Diabetes Center Publishing web site and print catalog: [www.idcpublishing.com](http://www.idcpublishing.com).
- Coordinating and writing site updates for Definity Health's customized open-enrollment web pages: [www.definityhealth.com](http://www.definityhealth.com)
- Writing feature articles for OnRobo.com, a site devoted to household robots.
- Writing news articles for Allina Health Care's medformation.com: [www.medformation.com](http://www.medformation.com)

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**Web Content Writer / Project Coordinator: Homeservices 04/2000 to 02/2003**

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- Project coordinator for development project that brought 11 national web sites onto a single platform. Documented and storyboarded web site development.

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- Created content for EdinaRealty.com ([www.edinarealty.com](http://www.edinarealty.com)) and its eleven regional web sites.

Note: Contract position

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**Copywriter: Fingerhut 11/1997 to 04/2000**

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- Wrote and edited consumer product copy for Fingerhut website ([www.fingerhut.com](http://www.fingerhut.com)). 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.
- Trained freelance writing staff in procedures and using the content management system.

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**Catalog Copywriter: Damark International 11/1994 to 11/1997**

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- Wrote and edited consumer catalog and direct mail copy.

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**Copywriter/Editor: Warner Bros. International TV 9/1993 to 6/1994**

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

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**Marketing Associate: Personal Bibliographic Software 11/1991 to 5/1993**

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

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**Copywriter: BHC Advertising 10/1989 to 5/1991**

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- Wrote copy for health, fitness and rehab products catalogs.
- Wrote instruction guides, product spec sheets, catalogs and other technical documents.
- Wrote and produced radio ads.

**Education**

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