

Jill M. Frier
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Experienced content consultant with extensive thought leadership and management experience in web, financial services, business, technical, and corporate writing strategies

TECHNICAL SKILLS:

- Website consultation, design, management, social media, SEO
- Writing, editing, web content, blogging, newsletters, email, B2B, B2C, technical, and corporate communications
- Electronic and print publishing, executive and sales presentations, technical writing and editing, webinars and training
- Enterprise level SharePoint intranet platform design, development, and management
- Communication strategy, leadership and management, employee engagement, program management, project management, customer service management, user adoption, training and instructional design
- Software Expertise: Word, Excel, PowerPoint, Visio, Illustrator, Photoshop, SharePoint, WordPress, HTML, web platforms, CRM systems

EXPERIENCE:

- 2015-Present **Writer, Editor, Web Content and Strategic Communication Consultant**
Frier Enterprises, LLC (DBA Ladybug Writer), Phoenix, AZ
- I improve overall content, marketing, and communications strategy to help businesses of all sizes better engage their audience and deliver outstanding results. I leverage high quality writing, editing, strategic content planning, software expertise, and extensive corporate and business experience to deliver projects including technical writing, corporate communications, web content, newsletters, email, blogging, social media, SEO, article writing and editing, executive and sales presentations, and book editing.
- Work samples available at <https://ladybugwriter.com>
- Clients include:** Active Blogs; American Indian Veteran's Memorial Organization; Ameriprise Financial; Cigna Medical Group; Community Medical Services; Crash Sports, LLC; Desert Mountain Remodeling; Easy Ice, LLC; Eculeus Group Publishing; Gibson Girl Graphics, LLC; HJ Alan, LLC; Johnson's Tax Solutions; Lisa Swank Properties; Leverage Mobile 360; MB Marketing and Public Relations; Northgroup Roofing LLC; OpenWorks; Phoenix Dental Arts; Q Bar and Grill; Robbie's of Rimrock; Ryan Kime, MD; Scott Gaertner Group Real Estate; Therapy for Healthy Living; Victoria McVay; XO from USA; Zennove.
- 2016-Present **Editor in Chief of Ladybug's Blog**
Frier Enterprises, LLC (DBA Ladybug Writer), Phoenix, AZ
- As Editor in Chief, I am responsible for all business and editorial decisions regarding Ladybug's Blog. I designed, developed, and provide ongoing maintenance for the original, Arizona-focused travel and lifestyle website. I currently write and research articles, provide photographs, handle scheduling and planning, drive traffic and readership, implement SEO strategies, and provide social media promotion. I also publish the blog articles monthly in more than six local Phoenix newspapers and have been highlighted in several online publications. <https://ladybugsblog.com>
- 2013-2015 **Strategic Program Manager**
Ameriprise Financial, Phoenix, AZ
- Designed, developed, and implemented department-wide operational programs supporting a team of predictive analytics experts in the financial services industry. Created strategies for managing, communicating, and promoting efforts to broaden and deepen the value of decision science, business intelligence, predictive analytics, and information management. Programs included:
- End-to-end project planning and rollout of document management systems, request and requirements management, and employee policy and communication centers

- End-to-end project planning, rollout, and management of a departmental SharePoint website that integrated strategic communications, employee and customer engagement, policy governance, and internal and external collaboration.
- Produced technical and business communication and managed distributed resources to deliver end-to-end project management, business analysis, platform development documentation, policy documentation, internal and external B2B communication, employee communication, and change management leadership to ensure widespread engagement and use of tools and resources.

2008-2013

**Senior Manager of Strategic Communications and Business Development
Ameriprise Financial, Phoenix, AZ**

Developed, planned, and implemented technical and business communication strategies. Standardized and documented policies, processes, and technical specifications. Produced metrics evaluation tools and processes. Produced marketing materials and promoted overall external visibility strategies to support a department focused on predictive analytics, decision science and business intelligence efforts for the financial services company.

2004-2008

**Manager of User Adoption and Communications
Ameriprise Financial, Phoenix, AZ**

Implemented a detailed, comprehensive user adoption strategy to promote and support a web-based business intelligence (BI) tool and maximize organizational technology investments.

- Led, inspired, and coached a team of individuals responsible for training, communications, and customer support for the Ameriprise Information Management department
- Developed and delivered various communication mechanisms to promote user adoption and educate business partners and team members including websites, interactive online help, newsletters, bulletins, release documents, promotional announcements, interactive face-to-face and virtual meetings, and feedback surveys

1999-2004

**Lead Technical Writer
American Express Global Network Services, Phoenix, AZ**

Managed and implemented information development projects to provide employees, internal customers and external partners with business and technical information and communications

- Led a team of technical writers with scheduling, training, editing, and project management
- Built and maintained web pages for internal and external websites using HTML and American Express content management utilities (CMU and Content Publishing)
- Wrote, edited, formatted, and published business and technical documentation including: manuals, monthly bulletins, presentations, job aids, brochures, and various other types of customer communications

1999

**Technical Administrator, Subcontractor with Manpower Technical Services
Motorola, Semiconductor Products Sector, Tempe, AZ**

1997-1999

**Art and Design Assistant, Subcontractor with Manpower Technical Services
Honeywell Industrial Automation and Control, Phoenix, AZ**

1996-1997

**Exposition and Tournament Coordinator, Corporate Marketing Department
Golf Course Superintendents Association of America, Lawrence, KS**

EDUCATION:

MBA, University of Phoenix, June 2005

BS, University of Kansas, July 1992

Major: Journalism and Mass Communications