

# LINDA HAMM

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[lindahammportfolio.com](http://lindahammportfolio.com)

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## MULTIMEDIA JOURNALIST

Multimedia Journalist experienced in producing compelling content across digital, print, and broadcast platforms. Highly skilled in content writing, editing, and research. Adept at developing cross-functional teams to achieve superior results. Experience working in both entrepreneurial and corporate environments using high emotional intelligence to navigate complex, hierarchical and often political environments. Avid learner with keen curiosity to explore new challenges.

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### Skills and Expertise

- ❖ Precise Technical Writing
  - ❖ Collaborative Input
  - ❖ Relationship Building
  - ❖ Constant Learning
  - ❖ Critical Thinking
  - ❖ Analytics and Metrics Tracking
  - ❖ Purposeful Interviewing
  - ❖ Content Writing
  - ❖ Copywriting
  - ❖ Innate Curiosity
  - ❖ Content Strategy Development
  - ❖ Investigative Researching
  - ❖ Copyediting
  - ❖ Culture Ideation
  - ❖ Relentless Proofreading
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## PROFESSIONAL SUMMARY

Thomson Reuters | Remote | 2023 - Present

FREELANCE LEGAL WRITER

- Analyze, write, and publish timely legal articles on developments in litigation, legislation, and regulation.
- Reporting focused on Labor and Employment law cases.

LH Content Consulting | Remote | 2020 - Present

CONTENT STRATEGIST

- Create online content for businesses, brands, solopreneurs, and start-ups that earn attention and increase conversions.
- Write content for websites, blogs, social media, emails, white papers, video scripts, and marketing collateral.
- Client industries: Advertising, Tech, Beauty, Executive Search, Real Estate, Hospitality, Insurance, Home Services, and Non-Profit.

Dentsu International | Remote | 2021 - 2023

SENIOR RECRUITER - CREATIVE & PERFORMANCE MARKETING

EMPLOYER BRANDING SPECIALIST

- Implemented content strategies to attract a broad range of diverse talent through social media and blogging campaigns.
- Served as sub-committee lead for Employer Branding workstream. Analyzed current and prospective employees' perception of agency, collaborating to develop a roadmap to improve DEI and employee experience.
- Presented recommendations to senior talent acquisition leadership.
- Wrote blog content in partnership with Global Employer Brand Manager.

## **LH CONSULTING | CHICAGO, IL | 2007-2008; 2010-2016**

### **Content Writer/Voiceover Talent**

- Led Communications and Public Relations strategies for a multimillion-dollar indoor tanning retail chain.
- Voiced Narrative and Commercial projects under “Linda Hamm Voiceovers”.

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

### **Bachelor of Science | University of Kansas | Lawrence, KS - JOURNALISM**

#### **Relevant Coursework: Media Writing for Audiences, Supreme Court and Religious Issues**

#### **OTHER PROFESSIONAL COURSES:**

- “Strategy of Content Marketing” - University of California, Davis
- “Create a Brand Strategy” - LinkedIn Learning
- “Create a Go To Market Plan” - LinkedIn Learning
- “Employer Brand Management: Practical Lessons from the World’s Leading Employers” - Richard Mosley
- Franklin Covey – The 5 Choices
- CliftonStrengths - Input, Ideation, Strategic, Learner, Intellection

#### **TECHNICAL SKILLS & PROFICIENCIES**

- MS Office, Final Cut Pro, WordPress, Hootsuite, Semrush, AP Stylebook, Chicago Manual of Style, Adobe Express, Instagram, Twitter, Facebook and Google Analytics.