**Sandra LeDuc**

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[See my work](http://www.digitalinstigator.com/)

206.795.4159

**SUMMARY**

* Marketing communications leader with experience managing digital teams and processes as well as collaborating across groups.
* Digital strategist with a record of driving business results through compelling, audience-focused content and online experiences.
* Content creator and storyteller: I create dynamic, audience-focused content for websites, blogs, social media, newsletters, e-books, videos and other mediums.

**LIGHTER CAPITAL**

**Creative & Communications Director** (1/2016-1/2017)

* Directed PR, media relations, content/editorial, brand and social media for this growing fintech startup.
* Using customer feedback, developed new brand voice and tone guidelines.
* Collaborated across the company to roll out of a new user experience (UX) and visual brand for the company’s [website](https://www.lightercapital.com/) and application.
* Worked with multiple stakeholders to launch a [$25M Salesforce Fund](https://www.lightercapital.com/salesforce/) for Salesforce AppExchange companies.
* Rewrote customer journey content and developed new product content about the company's revenue-based funding model for tech startups, resulting in record quarterly and annual sales.

**MYLIO, LLC**

**Digital Marketing Director** (3/2014 – 10/2015)

* Planned and executed digital and content strategy, social media, PR and inbound marketing for Mylio, a photography software startup.
* Managed the development, design, UX, e-commerce integration and customer success for [Mylio.com](http://mylio.com/) using WordPress, Google Analytics, Hubspot and other tools.
* Built the company’s brand voice and tone by establishing visual and tone guidelines.
* Established and managed social media channels on Facebook, Twitter and Pinterest.
* Authored blog content, monthly newsletters, e-books/guides, long-form photo stories, email campaigns and social media content. Managed content strategy and calendar.

**MICROSOFT**

**Senior Digital Marketing Manager, Microsoft Philanthropies** (9/2012 – 5/2013 – Redmond, Wash.)

* Led the global digital launch of [Microsoft YouthSpark](https://www.microsoft.com/en-us/philanthropies/youthspark), a first-of-its-kind initiative designed to provide opportunities in education, employment, and entrepreneurship to youth worldwide. I led the creation and launch of a new YouthSpark digital hub, and a new version of the global [Microsoft Philanthropies](https://www.microsoft.com/en-us/philanthropies/youthspark) website.
* Managed global digital marketing for Microsoft Philanthropies and YouthSpark via content and storytelling, social media, paid and organic SEO/SEM, and online advertising. Traffic to owned websites went up 20% and social media engagement increased by 15% over six months.

**Principal Managing Editor, Microsoft News Center** (2/08 – 9/2012 – Redmond, Wash.)

* Led storytelling for the company via the creation of [Microsoft News Center](http://news.microsoft.com/), a central news and blog platform. Working with editors, developers and designers, rolled out new content, UX and brand strategies for a news site and a new family of corporate blogs.
* Managed content strategy across multiple stakeholders, driving an integrated, marketing and data-driven storytelling approach using blogs, videos, infographics, slideshows and social media.
* Developed and implemented content marketing plan using owned, earned and paid media, driving a 22% increase in site reach and 30% increase in content reuse and sharing.
* Co-managed the [@MSFTnews](https://twitter.com/msftnews) Twitter account for three years, engaging daily with 350,000 followers, including media.
* Featured speaker and panelist: "Every Company Is a Media Company" – Stanford University, Edelman 2012 Academic Summit.

**Senior Marketing Manager, Developer and Platform Evangelism** (1/07–2/08 – Redmond, Wash.)

* Produced and managed marketing communications to 70,000 Microsoft Independent Software Vendors (ISVs) worldwide via websites, online advertising, search, and custom communications vehicles.

**Senior Online Marketing Manager, U.S. Partner Group** (8/2003 – 3/2006 – Redmond, Wash.)

* Managed the U.S. partner website, weekly e-newsletters, online marketing and field communications for 200,000 U.S. partners.
* Led the consolidation of 20+ external partner websites and login systems into a single portal, resulting in a 12-point increase in partner satisfaction with Microsoft's online tools.

**Online Product Manager/Site Manager** (12/00 – 8/03– Redmond, Wash.)

* Managed online content and overall marketing strategy (content, production, feature development) for multiple online properties on Microsoft.com including Mactopia (microsoft.com/mac) and various Windows Server websites.

**Technical Writer and Web Producer -** Contract (2/99 – 5/00 – Redmond, Wash.)

* Researched, wrote and coordinated technical and business content for the MSN Operations Team and the Windows 2000 website.

**SAINT PAUL AREA CHAMBER OF COMMERCE**

**Marketing Communications Director** (3/93 – 9/95 – St. Paul, Minn.)

* Directed member marketing communications and public relations programs, including media relations. Served as spokesperson and liaison with the Mayor’s office.
* Wrote and edited monthly publications, membership directory, and legislative materials. Managed communications assistant and interns.

**PADILLA SPEER BEARDSLEY PUBLIC RELATIONS**

**Account Executive** (1/92 – 3/93 – Minneapolis, Minn.)

* Developed and managed national and international public relations programs for clients including KTCA Public Television, Allen-Bradley, Yamaha, and General Mills. Pitched media stories, wrote and edited news releases, press kits, and trade publication articles. Now known as PadillaCRT, the agency is one of the top 10 independent PR agencies in the U.S.

**JOSTENS, INC.**

**Communications Manager, School Products Division** (9/89–1/92 – Minneapolis, Minn.)

* Directed internal and external communications for the School Products Group, Jostens' largest division. The company’s products include school yearbooks, class rings, and products celebrating athletic achievements.
* Managed a team of four communications specialists and co-managed a creative staff of nine designers and producers.

**EDUCATION**

BA in Journalism – Drake University, Des Moines, Iowa

Digital Marketing Certification – Kellogg School of Management, Northwestern University

**COMMUNITY ACTIVITIES**

Marketing Volunteer, Girls on the Run, Puget Sound. (Re-launched website and social media channels).

Volunteer Running Buddy, Girls on the Run

Scholarship Volunteer, Greater Seattle Business Association

Communications Volunteer, Pride Foundation

Volunteer, [Presterity.org](https://presterity.org/)