

Rocky Landsverk

Digital Editor & Strategist | Open to new opportunities

rockylandsverk@yahoo.com

Summary

Digital adviser and web-strategy consultant for businesses and organizations in the early stages of building a digital presence. Specializes in support and training for content creators looking to learn best-practice in digital media, particularly those now embedded almost exclusively in print.

25 years experience as an editor, 15 years as a personnel manager, 10 years in digital media strategy at a large international media company.

Gained experienced in digital media via this Career Timeline:

- Trained journalist and sportswriter -->
- Investigative reporter -->
- Editorial Director -->
- Digital Editor -->
- Digital Manager & Strategist

Extensive content-creation experience including working with several CMSs and email vendors. Metrics experience including Google Analytics, email and web KPIs. Extensive experience in support and training for print editors moving to digital.

Content Website Specialties & Strengths:

- # Content creation for the web
- # Wordpress content creation and site management
- # Email acquisition methods including organic-to-email, and the following ...
- # Sweepstakes & Contesting execution and rules
- # Newsletter creation and optimization
- # Web and email metrics setup, interpretation and support
- # Training and support, including data interpretation, for non-digital staffers
- # Guidance for businesses and organizations that need the digital-marketing basics

Experience

Consultant | Open to new opportunities at Website and Digital Adviser

December 2016 - Present (1 month)

Advising local companies on website and digital plans and helping them execute. Currently working with several local organizations including these.

<http://fineartsfestival.org>

<http://www.thegreatunknownradio.com>

<http://www.smm-waupaca.org>

Please note all credit for the beautiful design and responsive execution of the Fine Arts Festival website goes to Contempo Creative of Plover, Wis. I am the organization's digital-transition adviser (and a Board member). I walked the organization through the process and managed the content decisions.

Director, Online Product Development at F+W Media, Inc.

June 2015 - November 2016 (1 year 6 months)

Corporate manager of content-site execution and best-practice.

Managed more than 50 Wordpress sites and instituted a plan to make them more consistent and effective, including content restructuring and a significant reduction in plugin-glut.

Created an onboarding program for new content creators, including training on Wordpress and Google Analytics.

Led the content aspects of website migrations from antiquated platforms to Wordpress.

Continued previous corporate management of sweepstakes and contesting rules and best-practice.

Managed sweepstakes production and instituted best-practice.

Provided metrics / KPI support as needed for Publishers, Ad Staffs, Editorial Staffs and Executives.

Management / Personnel

Managed 2-9 staffers at different time periods.

Corporate account manager for several vendors.

Provided data reports and status updates to management on a weekly basis.

Online Product Manager at F+W Media, Inc.

December 2008 - June 2015 (6 years 7 months)

Managed all elements of eMedia Strategy and Revenue as they grew and developed into mature products for more than 10 brands (which changed over time), including Woodworking , World Tea Academy, Adams Media, Sports Collectibles, more.

Worked on the initial platforms, helped create the processes, and supported Publishers, Ad Reps and Editorial Staffs for these products and more.

- # Website content best-practice including writing for the web
- # E-mail acquisition via premium content
- # E-mail acquisition via sweepstakes. Also provided corporate management of sweepstakes/contesting rules and best-practice
- # E-mail performance, metrics and segmentation
- # Website metrics and Google Analytics training and support
- # Content-website structure
- # Digital magazines and apps
- # Ad staff liaison for content-site strategies and support
- # Editor training and support on all topics digital
- # Created reports used upstream by Publishers, Digital Media Execs and C-suite Executives

Results-Driven

- # Supported a brand that grew e-mail lists from a base of 50k Print Subscribers to 200k e-mail newsletter subscribers.
- # Created from scratch an e-mail list in a brand that had none with a single sharing-functioned sweepstakes that created 15k e-mail subscribers in three months.
- # Launched numerous new products including video-streaming and online education stores, and supported the creation and optimization of eCommerce hard-goods/downloads stores.

Management / Personnel

- # Managed 2-4 staffers at different time periods.
- # Corporate account manager for several vendors.
- # Managed digital Budgets on a quarterly basis.
- # Provided data reports and status updates to management on a weekly basis.

Websites managed included, but were not nearly limited to, <http://www.popularwoodworking.com>

Online Editor at F+W Media, Inc.

December 2006 - November 2008 (2 years)

Managing editor from launch of new log-home website. Created and produced three weekly e-mail newsletters and managed a from-scratch website build.

\$200k in Revenue first year post-launch. \$400k Budgeted when brand was sold.

Editorial Director, Sports Division at F+W Media, Inc.

January 2000 - December 2006 (7 years)

- # Managed a large staff covering several magazines, websites and newsletters in sports collectibles (consumer and trade)
- # Editor of various consumer magazines, including Sports Collectors Digest, Tuff Stuff and Packer Profiles
- # Editor of B2B trade publications Card Trade and twice-weekly Trade Fax
- # Created the company's first e-mail newsletter (built from scratch)
- # Wrote a book (Diary of a Super Bowl Season, with Eugene Robinson)
- # Helped run trade shows

Editor at Krause Publications

September 1995 - January 2000 (4 years 5 months)

Investigative reporter, Sports Collectors Digest

Extensive and groundbreaking coverage of Operation Bullpen (fake autographs)

Editor, numerous consumer and trade magazines.

Sportswriter at Oshkosh Northwestern Media

May 1991 - September 1995 (4 years 5 months)

Sportswriter for daily newspaper Oshkosh Northwestern.

Typical sportswriter duties, including game coverage of Green Bay Packers, feature writing, etc.

Volunteer Experience

Board Member at Waupaca Fine Arts Festival

June 2015 - Present

Board member and technical/website adviser.

Website manager and guitar player at St. Mary Magdalene Catholic Church

January 2004 - Present

Skills & Expertise

Publishing

Editorial

Newsletters

Content Strategy

Magazines

Copywriting

CMS

Content Development

Content Management

Digital Media
Web Content
Copy Editing
Online Publishing
Leadership
Online Advertising
Web Content Writing
Content Management Systems (CMS)
Digital Publishing
Website Administration
Organic Search
WordPress
Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
Data Analysis
Journalism

Education

University of Wisconsin-Oshkosh

BS, Journalism, 1986 - 1990

Grade: 3.5

Activities and Societies: Advance-Titan newspaper sports radio play-by-play

University of Wisconsin-La Crosse

1985 - 1986

Languages

English

Organizations

Waupaca Fine Arts Festival

Board member & Digital Adviser

June 2015 to Present

Publications

Diary of a Super Bowl Season

Krause Publications April 1998

Authors: Rocky Landsverk

Wrote a weekly diary via interviews with Eugene Robinson, then edited and turned that into a book.

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8 person has recommended Rocky

"As a colleague of Rocky's for several years at F+W, he was a guiding light and trusted expert for so many diverse areas. Rocky is always willing to help in any situation no matter how complex until a solution is determined. Rocky is results-focused, has keen attention to detail, and can build strategy and execute a plan successfully. Rocky is a valuable asset to any organization."

— **Jill Simonds**, *Director, Digital Business Strategy, F+W Media, Inc.*, worked directly with Rocky at F+W Media, Inc.

"As a colleague of Rocky's for several years at F+W I can't say enough about his keen ability to create great product, author detailed and accurate business requirements, user stories and use cases, manage and mentor employees, build strategy, and execute a plan successfully. Rocky is a valuable asset to any team he is on, he's never afraid to dig into a project and ask the tough questions. Rocky looks toward the future to drive the digital business forward and is always a pleasure to work with. "

— **Chris Forgham**, *Director, Online Product Development, F+W Media, Inc.*, worked directly with Rocky at F+W Media, Inc.

"Although I only worked with Rocky for a relatively brief time, I learned so much from the experience. He has a terrific way of seeing projects and teams in a big-picture way while also paying close attention to the details of each element and the strengths of each individual. As a result, the projects comes together in a holistic way and people love working with him. His ability to maintain a balance of business sense and people sense helped me become a better manager."

— **Cate Prato**, *Online Editorial Manager, F+W Media, Inc.*, reported to Rocky at F+W Media, Inc.

"Rocky is a wonderful team-player who is incredibly knowledgeable. He's amazing to work with and would be an asset to any company."

— **Cherie Haas**, *Senior Online Editor, F+W, A Content + eCommerce Company.*, worked directly with Rocky at F+W Media, Inc.

"Rocky is an outstanding leader and I enjoyed working with him at F+W. He's a prudent decision maker, supportive manager and adept strategist. He knows digital media inside and out, but he probably knows even more about building a great team."

— **Nicholas Lieurance**, *Online Education Manager for Popular Woodworking University, F+W*, reported to Rocky at F+W Media, Inc.

"He is one of the most valuable people I have ever worked with. I have had the pleasure of knowing him for the past 2 years. Rocky is an efficient Online Product Director. Motivated, smart and loyal. Working with him is a signature of success. "

— **Matthew Bredehoff**, *Online Product Manager: Online Video, F+W Media, Inc.*, worked with Rocky at F+W Media, Inc.

"I worked with Rocky and his team of online editors at F+W Media to help them improve SEO on a number of sites that Rocky was in charge of the online revenue for. Rocky always gave SEO its due diligence since he knew how important search engine traffic was to the websites he was in charge of, and the revenue goals that he was responsible for. He demonstrated excellent leadership skills as he took the lead on ensuring that SEO best practices were implemented properly by the editors and facilitated the technical SEO implementation with the Development team needed to ensure that his websites were properly crawled indexed. A true professional and open-minded leader who has been a pleasure to work with. Outside of my SEO work with Rocky, I've always been impressed by his ability to monetize content websites and grow revenue from e-Commerce and video subscription sites."

— **Dan Kern**, *Director of Organic Search Marketing, F+W Media, Inc.*, worked with Rocky at F+W Media, Inc.

"Rocky is one of the most talented people I have ever had the pleasure of working with. He can throw himself into any situation and turn it into a success. His ideas and visions moved brands from the underdogs to the leaders."

— **Brandie Sigler**, worked directly with Rocky at F+W Media, Inc.

[Contact Rocky on LinkedIn](#)