



 **715-579-9051**

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 **www.stratcommunications.com**

 **19824 53rd Ave.
Chippewa Falls WI 54729**

Expertise

- Generative AI Integration
- AI-enhanced Content Marketing
- Digital Marketing
- Content Development
- Blog writing
- B2B Thought Leadership
- Strategic Marketing Planning
- Content Optimization for AI Discovery Platforms
- Digital Transformation Consulting
- Social media strategy
- Media Relations & PR
- Marketing Research
- Training & Development

Education

Bachelor of Arts
**University of Wisconsin
Eau Claire**

Master of Arts
**University of Phoenix
Online**

LINDA POPHAL

Strategic Communications, LLC

Profile

Visionary strategic communications executive with 30+ years transforming content marketing operations for Fortune 500 organizations through traditional and digital marketing, AI-enhanced methodologies and data-driven insights. Track record of managing multi-million dollar communication budgets, leading cross-functional teams, and delivering measurable ROI for C-suite stakeholders.

Current Work Experience

Strategic Communications, LLC

Founder/Owner

**2008 -
present**

Strategic Communications, LLC, is a leading content marketing and strategic communication consultancy specializing in helping B2B organizations achieve measurable success through content that performs across traditional search engines and emerging AI discovery platforms.

Key Achievements:

- Developed proprietary methodologies for AI-optimized content creation that drives 47-72% higher engagement rates.
- Successfully launched and scaled LinkedIn newsletter strategies for clients, achieving subscriber growth of 3000+ for company newsletters.
- Created comprehensive white paper on LinkedIn Newsletter best practices based on insights from 20+ verified marketing experts.
- Pioneered content strategies that get discovered by both Google searches and generative AI tools (ChatGPT, Claude, Perplexity).

Other Work Experience

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Professional Credentials

- SHRM-SCP (Senior Certified Professional)
- SPHR (Senior Professional in Human Resources)
- PCM (Professional Certified Marketer)
- ABC (Accredited Business Communicator)
- National Baldrige Examiner (2005-2008, 2013)

Links

[Blog](#)

[Portfolio of Bylined Work](#)

[LinkedIn Profile](#)

[X](#)



Other Work Experience (continued)

- Freelance business journalist: 1991 to present
 - Author of 12 business books and 500+ articles for leading trade publications including TechRepublic, Inc., destinationCRM, Information Today, and SHRM.
 - Established thought leadership in strategic communications, HR management, and digital marketing transformation.
- Lecturer - University of Wisconsin - Eau Claire: 2002-2021
 - Taught strategic management, marketing, and communications courses to 2,000+ students across Management & Marketing and Communication & Journalism departments.
- Director of Corporate Communications/Marketing with Mayo Clinic Health System - Eau Claire: 1997 - 2007
 - Led enterprise communications for major healthcare system, managing \$2.1M annual budget and team of 10+ professionals
 - Co-chaired Malcolm Baldrige National Quality Award application; served as National Baldrige Examiner (2005-2008)
- Public Affairs/Marketing Director - Xcel Energy: 1991 - 1997
 - Directed corporate communication activities managing \$1.2M annual budget as corporate spokesperson and senior writer
 - Led communication and HR transition teams during major utility company merger process



Available For

Content strategy and development, strategic consulting engagements, interim leadership roles, and long-term partnerships with enterprise organizations and independent consultants seeking to transform their content marketing and communications strategies.