**Hans Friedhoff**

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**Senior Digital Strategist**

Experienced Senior Digital Strategist skilled in user experience research, content design, AI, machine learning, technology integration, community and stakeholder engagement, advanced analytics, and strategic communications. Successfully delivers influential projects, wide-ranging programs, and transformative initiatives by aligning stakeholder objectives and values with project goals. Builds strong relationships through regular engagement, transparent communication, and fostering an inclusive work environment. Leverages digital tools strategically with AI-powered tactics to spark creativity and maximize productivity. Cultivates excellence within talented teams for enduring impact.

**AREAS OF EXPERTISE**

User Experience Design | Strategic Communications | Website Development | AI | Machine Learning | Stakeholder Alignment | Relationship Building | Advanced Analytics | Digital Marketing | Project Management | Community Engagement | Technology Integration | Data Science | UX Research | Process Improvement | Budget Administration

**CAREER HIGHLIGHTS**

**Leadership & Strategic Planning:**

Led complex redesign of flagship corporate website, which integrated with eCRM email marketing and fundraising platform, by demonstrating omnidirectional leadership in understanding formal and informal organizational landscape.

Developed inclusive request for proposal (RFP) process to build trust and lay groundwork for project success.

Successfully sold project vision to Managing Director, ensuring project coherence throughout organizational hierarchy. Established primary objectives at project launch and revisited/reaffirmed them as necessary to maintain project vision and achieve project goals.

**Project Management:**

Oversaw agile management of website redesign while maintaining functionality of existing site and maturing the email marketing program.

Managed external designers, developers, subcontractors, content authors, and editors to deliver website’s core value to visitors. Fostered staff learning and trust building during product buildout by prioritizing informative activities that involved stakeholder participation.

**User Experience & Digital Strategy:**

Skillfully employed research techniques, including card sorting executed by staff, board members, donors, and prospective constituents to improve UX.

Demonstrated adaptability amidst change by generating set of 13 business objectives for project following interviews with department leaders.

Pinpointed overlooked opportunities, such as enhanced online-offline interaction/data flows and centralizing knowledge from various data sources (card sort/Google Analytics/stakeholder surveys).

**User Experience:**

Ensured seamless user experience across backend technologies through technology integration and effective vendor management. Provided guidance to writers based on federal government’s plain language guidelines to ensure consistency in end-user experience.

Took hands-on approach to content design and gap filling; handled each piece of content visible at launch for coherent user experience; built custom components when budget limitations arose.

**Wins & Recognition:**

Achieved key wins, including 12% annual improvement in online revenue and higher staff adoption rates of audience-centered approaches for future digital products/campaigns.

Fostered clearer stakeholder understanding of internal process blockers and created sustainable content design processes.

Received positive testimonial from Adlai Amor, General Secretary for Communications at FCNL, praising work ethic, capacity for work, dedication to task completion, and innovative approach towards assisting legacy non-profits transitioning into the digital sphere.

**PROFESSIONAL EXPERIENCE**

CONSULTANT, Seattle, WA2021 – 2024

**Digital Communications and Community Engagement Strategist**

Lead content strategy and overall digital communications for diverse clients, including website development and design, email marketing and engagement tactics, and video content development.

* Assess user behavior and needs, interview internal and external stakeholders, compose detailed reports, utilizing traffic pattern analysis and additional KPIs to prioritize opportunities to maximize value for clients’ user communities.

BREAD FOR THE WORLD, Washington, DC / Seattle, WA2008 – 2021

**Senior Manager for Digital Communications**

Orchestrated comprehensive management of primary website, offered expert guidance to top-tier executives, and implemented various solutions to optimize daily workflows. Collaborated with Graphic Designers and interdisciplinary teams to bolster audience engagement, user experience, and project administration endeavors.

* Generated $10K monthly in in-kind grant revenue by successfully initiating and proficiently supervising multi-year Google Ads campaign for organization.
* Delivered revamped website punctually and below $200K budget by steering comprehensive, multi-platform website relaunch that integrated user input and specifications.
* Boosted fundraising proceeds by 12% among 55K active users by supervising content creation and audience targeting for member-focused email marketing and communications initiatives.
* Acted as trusted advisor and domain specialist to senior management and cross-functional teams, proposing tactical approaches and change strategies.
* Educated, guided, and nurtured Junior Communications Managers for one decade, enhancing their expertise and abilities through hands-on, experiential learning opportunities.
* Increased conversion rates for 45K monthly visitors by employing Google Analytics, Google Tag Manager, Crazy Egg, Optimizely, and additional analytical instruments to refine website experience.
* Involved vendors and corporate allies in executing routine upkeep and improvements for performance optimization, bespoke theme development, and user-centric design elements.

EPILEPSY FOUNDATION OF AMERICA, Landover, MD2004 – 2008

**Managing Editor for Web Properties**

Jointly directed creation and implementation of web content, user experience approaches, and techniques to captivate and maintain target demographics. Assessed and documented user experiences, developed multiple websites, and circulated e-newsletters and email communications.

* Scrutinized user interactions and composed detailed reports, utilizing traffic pattern analysis, educational material usage statistics, site interactivity metrics, and additional KPIs for user data examination.
* Devised and unveiled comprehensive WordPress microsite for multi-entity “Restore the Americans with Disabilities Act” legislative advocacy campaign, enhancing website traffic and community activist involvement.
* Composed monthly e-newsletter, inventive email content, and related website assets to exchange best practices among regional partners, boosting transparency of information-sharing, and galvanizing grassroots supporters.

**Additional Experience**

**Research Assistant,** POVERTY & RACE RESEARCH ACTION COUNCIL, Washington, DC

**Clagett Farm Grower,** CHESAPEAKE BAY FOUNDATION, Upper Marlboro, MD

**Special Projects Clerk,** E-DAT GROUP AT K&L GATES, Seattle, WA

**EDUCATION & CREDENTIALS**

**Bachelor of Arts – African American History,** CARLETON COLLEGE, Northfield, MN

**Artificial Intelligence and Machine Learning Certification,** CALIFORNIA INSTITUTE OF TECHNOLOGY

**Selected Professional Development & Certification**

Design Thinking, IDEO | Microsoft Azure Certification | Project Management for Managers, The Management Center | User Experience Design Immersive, General Assembly | Web of Change Alumni | Writing for User Experience, SVC