

LUCAS LEDBETTER

CONTENT STRATEGIST

SUMMARY

I'm a content strategist who helps brands transform complex problems into clear solutions. Known for being collaborative, reliable, and solution-oriented, I'm a trusted partner who brings clarity and drive to my team's initiatives.

SKILLS

Content marketing and strategy

Content and copywriting

SEO

Digital marketing

Email marketing

Social media marketing

Project management

Customer relationship management

LEARN MORE

Project portfolio

www.lucasledbettercontentmarketing.com/

LinkedIn

www.linkedin.com/in/lucas-ledbetter-99369b7/

EXPERIENCE

HEINRICH MARKETING

Content Strategist, Mar 2022–Nov 2025

- Collaborated across departments to develop, pitch, and execute quarterly, multi-channel content plans to support agent business growth for a Fortune 40 Medicare carrier, navigating a complex and regulated industry while serving as a brand steward.
- Produced top-performing playbooks and national webinars as well as content in a wide range of long- and short-form writing and audio.
- Helped pioneer the rollout of an enterprise content management system and interactive content tools for clients, and the thoughtful adoption of AI for internal processes.

THINKBETTER MARKETING

Freelance Copywriter and Content Strategist, Jun 2012–Mar 2022

- Increased inbound leads for small businesses and national franchises through SEO-friendly content writing.
- Develop annual and quarterly content editorial calendars across multiple channels.
- Parsed technological concepts into clear educational content, white paper, and press releases.
- Increased sales and repeat customers with product descriptions and post-sale email campaigns for Amazon products.

CATALYST MARKETING SERVICES

Marketing Director, Co-owner, Jan 2018–Dec 2019

- Worked with small businesses to develop their web presences using rapidly deployed, modular, and scalable Wordpress sites.
- Managed marketing, sales, and day-to-day operations.
- Managed client projects and a stable of contract creatives.
- Wrote customer-centric web content and ad copy to drive sales, enrollment, and organic growth.
- Managed PPC ad campaigns to support growth with lean ad spends.

EDUCATION

UNIVERSITY OF MICHIGAN

M.A. CHINESE STUDIES, 2004–2006 (INCOMPLETE)

LONG ISLAND UNIVERSITY

B.A. INTERDISCIPLINARY STUDIES, 1999–2004
CONCENTRATION: ETHNOMUSICOLOGY