

JEFF NEIDT

CONTACT

p. 651-398-1024

w. neidtwriter.com

e. jeff.neidt@gmail.com

l. [linkedin.com/in/neidtwriter/](https://www.linkedin.com/in/neidtwriter/)

PROFILE

I'm (not just) a writer. That means I'm a problem solver and idea deconstructionist who believes great thinking needs to earn its keep. I work where strategy meets creative execution, finding connections others miss. Whether pitching the C-suite, crafting campaigns, or architecting a messaging framework, I focus on what works and build stories that resonate.

HIGHLIGHTS

- Co-created 3M's Science. Applied to Life campaign that helped drive a \$1B+ profit increase and led to them being named one of the world's most innovative companies
- Concepted and wrote national TV spots, social, and website copy for an e-commerce leader that drove their highest-ever annual sales increase.
- Led a creative brand launch for a regional brewery that helped them meet their five-year revenue goal in year two

SELECTED CLIENTS

3M | Google | Target | NBCUniversal
Optum | BBDO | Wolff Olins
Colle McVoy | Fallon | Distill Health

EDUCATION

University of Minnesota, Masters,
Highest Honors
David Minge Endowment Scholar
for Academic Achievement

St. Olaf College, B.A. English & Political
Science, Magna Cum Laude
Buntrock Dean's Scholar and Pi
Sigma Alpha, National Honor Society

CURRENT

Founder & Head of Creative, Neidt Writer, 2013-

- Concept and write award-winning creative for a diverse client mix, including global leaders and scrappy upstarts in B2C, B2B, and not-for-profit sectors
- Partner with agencies and brands across a variety of industries to turn complex business problems into resonant, creative stories that compel action
- Foster a bold, creative culture within nimble, cross-disciplinary teams, ensuring every output consistently over-delivers on the brief
- Win new business through sharp strategy and persuasive storytelling, steering high-stakes pitches and RFPs for C-suite leaders
- Bridge the gap between big-picture brand thinking and tactical execution by delivering fully integrated, multi-channel campaigns and experiences
- Refine messaging through data and client feedback, making sure every piece of work stays as effective, impactful, and intentional
- Support the entire creative lifecycle from what if to final delivery, while keeping the business healthy, work sharp, and clients happy

Adjunct Professor, University of Minnesota, 2017-

- Design and teach advanced digital marketing and business design courses that connect academic theory with how work actually gets done
- Champion the use of emerging technologies and advanced problem-solving to help students think more clearly and creatively
- Translate personal experience into a plan for the next generation, turning elite students into strategists who understand how to move both people and business

PREVIOUS

Manager, Written Content, LaBreche, April 2012-October 2012

- Led the agency's transition from PR to a unified marketing agency
- Supervised and mentored the creative team to manage workflow and professional development
- Planned and produced multi-channel content that delivered on and exceeded our clients' goals

Assistant Marketing Manager, Supervalu, 2011-2012

- Led the planning and execution of FY12 and FY13 messaging calendars
- Served on a team of 5 that led company-wide effort to repurpose use of digital marketing
- Collaborated with agency partners to develop Supervalu's standing as the industry leader

Content Manager, Slate Marketing Group, 2006-2011

- Delivered client growth by producing content to maximize effectiveness, clarity, and creativity
- Provided branding and content marketing plan to align with client objectives
- Supervised, directed, and mentored employees, contractors, and interns

Public Relations Associate, Creative Communications Consultants, 2005-2006

- Wrote case histories, news releases, and ads for large B2C and B2B companies
- Researched, fact-checked, and proofread all copy the agency produced
- Queried and pitched stories to editors and tracked stories once submitted