

Pam Dewey

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Professional Summary

Creative and strategic storyteller and marketing professional with expertise in content strategy, digital marketing, and brand storytelling. Enjoys connecting with people and writing about complex topics in a way that's easy to understand. Skilled in managing cross-functional campaigns, developing brand narratives, and producing high-quality content for digital, print, and social channels. Proven success in increasing engagement, elevating brand visibility, and driving measurable results through creative, data-informed strategies.

Experience

BehindtheShadeMN.com — Founder & Creative Director

September 2025 – Present | Hybrid

- Founded and led brand development, designing logo, WordPress website, and all creative assets for BehindtheShadeMN.com
- Conducted homeowner interviews and wrote web articles, blog posts, and newsletter content
- Building audience engagement through organic content strategy and social media storytelling

Fraser — Senior Content Writer & Editor / Content Marketing Writer

April 2019 – September 2025 | Hybrid

- Supervised contract writer and [edited her blog posts](#) for messaging consistency and accuracy
- Managed editorial calendar and content strategy, publishing 27 blog posts in 2024 with SMEs
- Wrote and edited Fraser [Annual Report](#), collaborating with executive leadership and design
- Developed social media, website, and newsletter content
- Supported fundraising and event communications, contributing to \$1M raised at 2024 Gala and \$100K+ from 2023 fundraising campaigns
- Wrote [feature story on Timberwolves player](#) for Fraser.org
- Drafted press releases published in [Minnesota Parent Magazine](#), [MinnPost](#) & [Access Press](#)

FindLaw, division of Thomson Reuters — Content Marketer Contractor

April 2018 – April 2019 | Eagan, MN

- Wrote SEO-optimized web copy and blogs for niche audiences
- Created targeted Facebook ads

The Rachel Greenhouse Agency — Social Media Coordinator

April 2018-July 2019 | Remote

- Created and scheduled content across Facebook, Instagram, and LinkedIn
- Created Facebook ads and monitored and reported KPIs

Menswear-Market.com — Copywriter/Editor

July 2017-February 2018 | Remote

- Wrote and edited [promotional copy for designer brands](#) and e-commerce listings
- Authored blog post ranking #1 in organic search results

theVintageModernshop.com — Owner and Brand Marketing Manager

November 2016-May 2019 | Remote

- Created and managed Squarespace website and branding for online vintage store
- Produced SEO-friendly product descriptions and blog content
- Styled and photographed product visuals for web and social channels

Frightened Cellar & Paisley Fields (musician) — Copywriter/Editor and Brand Strategist

January 2005-November 2016 | Remote

- Developed Tone of Voice Guide and executed marketing strategy increasing web traffic by over 1500%
- Secured media placements in The Waterloo-Cedar Falls Courier, Towleroad, and Lavender Magazine

Education

- Strategic Communication – M.A., online at the University of Iowa
- Journalism & English – B.A. at the University of Iowa
- Practical Leadership 1.0: Cultivating Thriving Supervisory Relationships – MN Council of Nonprofits
- Introduction to Adobe Illustrator – Minneapolis College of Art and Design
- Google Analytics Certified

Skills

Content Strategy | Digital Marketing | Copywriting & Editing | SEO/SEM | Brand Management and Creation | Campaign Development | Social Media Strategy | Adobe Creative Suite: InDesign, Photoshop, Illustrator | Microsoft Office | WordPress & Squarespace | Google Analytics | Mailchimp | Basecamp | Facebook Business Manager & Meta ads | Project Management | Team Leadership | Press Releases | Email Marketing | Graphic Design

Creative Projects

- Managing the publication of an illustrated children's book
- Coordinating an art-making group at Nokomis Library
- Creating an oral history project, which includes interviewing, transcribing, and writing narratives