Ben Rueter

✉ bmrueter@gmail.com   ⚲ St. Paul, MN   ⚥ he/him   🔗 benrueter.com

🔗 LinkedIn Profile   ⓘ Indeed Profile   ⊞ Tableau Profile

I'm an editor, writer, SEO optimizer, podcast producer, and award-winning journalist. I've covered local government, business, school board, and more. I'm also skilled in news reporting, copy editing, SEO, digital content creation, and data projects. On top of all this, I write freelance articles on video games, board games, film, and pop culture.

Work Experience

Digital Content Writer, TravelNet Solutions 🔗   2021 – present | Cottage Grove, MN
- Write 45+ blogs and improve SEO for several hotels, resorts and hospitality brands
- Maintain relationships with a variety of clients
- Write, edit, manage engaging and compelling content across a range of digital platforms
- Create clear, concise, and persuasive content that is consistent with branding, style, SEO tactics, and current market trends
- Assist with copy editing and digital publishing using WordPress, Wix, LiveRez, Guesty, and others
- Research marketing, B2C, and SEO trends and developments

Web Editor, Finance & Commerce 🔗   2019 – 2020 | Minneapolis, MN
- Created online content such as photo galleries, interactive graphics, charts
- Produced daily email editorial newsletters and marketing newsletter
- Maintained a large database of Twin Cities developments and sales with Tableau
- Produced a new weekly podcast for Finance and Commerce called "Beyond the Skyline 🔗 "
- Assisted with special events via social media before, after, and in person at the events
- Enhanced new articles with SEO
- Researched new trends related to data journalism, SEO, web publishing, podcasting, multimedia editorial projects, website layout, website coding

Reporter, Eau Claire Leader-Telegram 🔗   2017 – 2018 | Eau Claire, WI
- Covered county and city government, business, school, college, crime and courts
- Assisted with page edits, copy editing, and photography
- Maintained relationships with a variety of sources in government, area schools, higher education, businesses, law enforcement, activists
- Some blogging
- Helped produce online content like photo galleries

Reporter, Beaver Dam Daily Citizen 🔗   2013 – 2017 | Beaver Dam, WI
- Covered three city governments and experience covering business, schools, crime and courts
- Helped produce online content like photo galleries, interactive material, data and audio / video
- Assisted with page edits, copy editing, and photography
- Maintained relationships with a variety of sources in government, area schools, higher education, businesses, law enforcement, activists
- Worked on several award-winning projects for print and digital- Researched trends in local government, business, SEO, interactive media, podcasting, data journalism, county government, state policies, law

Education

University of Wisconsin-Eau Claire, Journalism 🔗   2009 – 2011 | Eau Claire, WI