

SUE EMOND

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CONTENT MARKETING & COMMUNICATIONS

Content & Communication Strategy ~ Writing & Editing ~ 25+ Years of Experience

Seasoned communicator, content strategist, content manager, writer and editor with deep experience across industries—from high tech and higher ed to natural resources and wellness.

Today focused on work that inspires me and is aligned with my passions and values.

KEY ACCOMPLISHMENTS

Writing

Have developed extensive B2B and B2C writing skills in **more than 25 years as a professional writer**. And have written thousands of short form, long form, digital and print marketing materials, plus healthcare articles and a nonfiction ghostwritten wellness book. Diverse writing engagements range from startups to global enterprises, holding many full-time content positions, serving as a contractor with organizations and federal agencies, subcontracting with marketing agencies, and freelancing for various organizations and publications.

Standards & Guidelines

As Content Marketing Strategist for Prosci, built new level of quality and consistency into marketing content, plus streamlined process and approach for marketing writers and authors. Produced company's Content Marketing Plan, **50-page Corporate Style Guide**, Company Boilerplate Descriptions, Content Development Workflows, Success Story Guidelines, Blog Author Guidelines, Approved Terminology document, and more.

Messaging & Positioning

Identified the need for crisp messaging for all of Prosci's training programs, advisory services and digital tools. Developed a standard Messaging and Positioning grid that incorporates solution descriptions, value propositions, target personas, customer resistors, and so on. Then collaborated with dozens of subject-matter experts and product owners to develop **57 Messaging and Positioning one-pagers** across the solution set. Elsewhere, conducted market research and internal investigation, and developed from scratch **50-page Messaging and Positioning for Financial Services** to support IQNavigator's vertical financial sector go-to-market strategy.

Inbound Marketing & SEO

To increase website traffic and ultimate marketing leads, developed two new in-depth, keyword-optimized areas of the Prosci website. The 4-page Prosci Methodology section (<https://www.prosci.com/methodology-overview>) presents the 3 main components of the widely adopted, recently enhanced Prosci Methodology, while Change Management (<https://www.prosci.com/change-management>) is the website's first-ever pillar page, featuring change management topic clusters and diverse content options for website visitors. Both are performing extremely well and are in the **top 3 most trafficked web pages on the site**.

Customer Success

Elevated voice of the customer at Prosci with improved approach to customer success stories, advancing approach from strictly narrative stories to grittier stories with customer perspectives and quotes throughout. More broadly, have developed **more than 100 customer success stories**, interviewing diverse customer roles at every organizational level across industries, to outline, draft, manage customer approvals for, and publish stories in variety of formats.

RELEVANT STRENGTHS

<i>Content & Communication Strategy & Management</i>	<p>Diverse background in developing and executing content and communication strategies, with expertise in:</p> <ul style="list-style-type: none"> ✓ Website & Content Strategy ✓ Messaging & Positioning ✓ Communication Plans ✓ Brand & Voice Management ✓ Voice of the Customer Strategies ✓ Social Media Marketing ✓ Public & Media Relations ✓ Contract Writer Sourcing & Management
<i>Writing</i>	<p>More than 25 years of writing experience, developing broad mix of content, such as:</p> <ul style="list-style-type: none"> ✓ Websites ✓ Product & Solution Materials ✓ Articles & Blogs ✓ eBooks & Infographics ✓ Customer Case Studies ✓ Press Releases ✓ Research Reports & White Papers ✓ Video Scripts ✓ Training Materials ✓ Digital & Print Newsletters ✓ Email Campaigns & Landing Pages ✓ Much more...
<i>Editing & Editorial Oversight</i>	<p>Thoughtful, in-depth editing and proofreading of wide variety of marketing and other materials, with experience including:</p> <ul style="list-style-type: none"> ✓ Editorial Management ✓ Cross-Functional Content Reviews ✓ Style Guide Development ✓ Content Guidelines ✓ Global Rebranding Adjustments ✓ AP Style Adherence ✓ Junior Writer Mentoring ✓ Product/Solution Naming Standards
<i>Strategic Marketing</i>	<p>Over two decades of experience collaborating within marketing teams, as well as cross-functionally and with partners, to develop and execute marketing strategies:</p> <ul style="list-style-type: none"> ✓ Campaign Strategy & Execution ✓ Marketing Program Management ✓ Content Marketing Plans ✓ Demand Generation ✓ Product Marketing ✓ Vertical Marketing ✓ Marketing Automation & Email Marketing
<i>In-Depth Research & Interviewing</i>	<p>Conducted for countless articles, blogs, case studies, videos, white papers, industry and competitive analysis and more; interviewee examples include:</p> <ul style="list-style-type: none"> ✓ Internal Subject-Matter Experts ✓ Industry Analysts & Experts ✓ Local & Global Partners ✓ Customer C-Suite Executives, Program Managers, People Managers & Project Managers

PROFESSIONAL EXPERIENCE

<i>Content Marketing Strategist</i> PROSCI, Fort Collins, CO	2018 – Present
<i>Senior Manager, Content Marketing</i> CONVERCENT, Denver, CO	2017 – 2018
<i>Senior Content Manager</i> IQNAVIGATOR, Greenwood Village, CO	2014 – 2016
<i>Senior Marketing Communications Manager</i> VIRTELA TECHNOLOGY SERVICES, Greenwood Village, CO	2012 – 2014
<i>Senior Writer</i> BIG SKY COMMUNICATIONS, Denver, CO	2010 – 2012
<i>Owner / Marketing and Communications Consultant / Writer</i> DENVER WRITING SERVICES, Parker, CO	2006 – 2010
<i>Senior Marketing Program Manager</i> ORACLE / PEOPLESOFT, Denver, CO	2003 – 2005
<i>Content Manager</i> J.D. EDWARDS, Denver, CO	2002 – 2003
<i>Technical Writer / Marketing Consultant</i> LSI LOGIC, Fort Collins, CO	1995 – 2000
<i>Technical Writer / Communications Contractor</i> USDA – Forest Service / Natural Resources Conservation Service / APHIS, Fort Collins, CO	1990 – 1994

EDUCATION

B.A. Communication – *summa cum laude*, 4.0 GPA
REGIS UNIVERSITY, Denver, CO

CREDENTIALS & ADDITIONAL EXPERTISE

- HubSpot Content Marketing Certified
- HubSpot Inbound Marketing Certified
- Prosci Certified Change Practitioner
- Certified Professional Resume Writer (Professional Association of Resume Writers and Career Coaches)
- Wildlife Photographer (www.sueemondphotography.com)
- 2nd Degree Black Belt, Taekwondo (World Taekwondo Federation)
- Certified Massage Therapist, Certified Advanced Neuromuscular Therapist, Certified Sports Massage Therapist, Certified Reflexologist