

SUE EMOND

303.489.1618 | sue@sueemondconsulting.com | www.sueemondconsulting.com | Fort Collins, CO

CONTENT & COMMUNICATIONS

Content & Communication Strategy ~ Writing & Editing ~ 20+ Years of Experience

Seasoned communicator, content strategist and 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.

RELEVANT STRENGTHS

Content & Communication Strategy & Management

Diverse background in developing and executing content and communication strategies, with expertise in:

- ✓ Website & Content Strategy
- ✓ Messaging & Positioning
- ✓ Voice of the Customer Strategies
- ✓ Brand Management
- ✓ Communication Plans
- ✓ Social Media Marketing
- ✓ Public & Media Relations
- ✓ Contract Writer Sourcing & Management

Writing

Extensive experience developing broad mix of content, such as:

- ✓ Websites
- ✓ Marketing Collateral
- ✓ Articles & Blogs
- ✓ eBooks & Infographics
- ✓ Customer Case Studies
- ✓ Press Releases
- ✓ Research Reports & White Papers
- ✓ Training Materials
- ✓ Newsletters
- ✓ Email Campaigns
- ✓ More...

Editing & Editorial Oversight

Thoughtful, in-depth editing and proofreading of wide variety of marketing and other materials, with experience including:

- ✓ Editorial Management
- ✓ Cross-Functional Content Reviews
- ✓ Style Guide Development
- ✓ Content Guidelines
- ✓ Junior Writer Mentoring
- ✓ Naming Standards

Strategic Marketing

Two decades of experience collaborating within marketing teams, along with project, program and executive leaders, to develop and execute marketing strategies:

- ✓ Campaign Strategy & Execution
- ✓ Product Marketing
- ✓ Demand Generation
- ✓ Vertical Marketing
- ✓ Program Management
- ✓ Project Management
- ✓ Email Marketing & Marketing Automation

In-Depth Research & Interviewing

Conducted for countless articles, blogs, case studies, videos, white papers, industry and competitive analysis and more; interviewee examples include:

- ✓ Internal Subject-Matter Experts
- ✓ Industry Experts & Analysts
- ✓ 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>Collateral Development 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
- Wildlife Photographer (www.sueemondphotography.com)
- 2nd Degree Black Belt, Taekwondo (World Taekwondo Federation)
- Certified Professional Resume Writer (Professional Association of Resume Writers and Career Coaches)
- Certified Massage Therapist, Certified Advanced Neuromuscular Therapist, Certified Sports Massage Therapist, Certified Reflexologist