SUE EMOND

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CONTENT & COMMUNICATIONS

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

Seasoned communicator, content strategist, 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
- ✓ Executive Branding & Positioning
- ✓ Brand Management
- ✓ Communication Plans
- ✓ Social Media Marketing
- ✓ Public & Media Relations
- ✓ Contract Writer Sourcing & Management

Writing

Extensive experience developing broad mix of content, such as:

- ✓ Marketing Collateral
- ✓ Executive Resumes
- ✓ Articles & Blogs
- ✓ Customer Case Studies
- ✓ Websites
- ✓ Internal Comms
- ✓ 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, executive resumes/bios, case studies, videos, white papers, industry and competitive analysis, and more; interviewee examples include:

- ✓ Internal Subject-Matter Experts
- ✓ Executives Focused on Next Role
- ✓ Industry Experts & Analysts
- ✓ Customer C-Suite Executives, Program Managers, People Managers & Project Managers

PROFESSIONAL EXPERIENCE

Freelance Writer & Editor 2022 – Present
SUE EMOND CONSULTING LLC, Fort Collins, CO

Content Marketing Strategist 2018 – 2023
PROSCI, Fort Collins, CO

Senior Manager, Content Marketing 2017 – 2018
CONVERCENT, Denver, CO

Senior Content Manager 2014 – 2016
IQNAVIGATOR, Greenwood Village, CO

Senior Marketing Communications Manager 2012 – 2014
VIRTELA TECHNOLOGY SERVICES, Greenwood Village, CO

Senior Writer 2010 – 2012
BIG SKY COMMUNICATIONS, Denver, CO

Owner / Marketing & Communications Consultant / Writer 2006 – 2010
DENVER WRITING SERVICES, Parker, CO

Senior Marketing Program Manager 2003 – 2005
ORACLE / PEOPLESOFT, Denver, CO

Collateral Development Manager 2002 – 2003
J.D. EDWARDS, Denver, CO

Technical Writer / Marketing Consultant 1995 – 2000
LSI LOGIC, Fort Collins, CO

Technical Writer / Communications Contractor 1990 – 1994
USDA – FOREST SERVICE / NATURAL RESOURCES CONSERVATION SERVICE / APHIS, Fort Collins, CO

EDUCATION

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

CREDENTIALS & ADDITIONAL EXPERTISE

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