

# 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
- ✓ Executive Branding & Positioning
- ✓ Social Media Marketing
- ✓ Messaging & Positioning
- ✓ Brand Management
- ✓ Public & Media Relations
- ✓ Communication Plans
- ✓ Contract Writer Sourcing & Management

#### **Writing**

Extensive experience developing broad mix of content, such as:

- ✓ Marketing Collateral
- ✓ Websites
- ✓ Training Materials
- ✓ Executive Resumes
- ✓ Internal Comms
- ✓ Newsletters
- ✓ Articles & Blogs
- ✓ Research Reports & White Papers
- ✓ Email Campaigns
- ✓ Customer Case Studies
- ✓ More...

#### **Editing & Editorial Oversight**

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

- ✓ Editorial Management
- ✓ Style Guide Development
- ✓ Junior Writer Mentoring
- ✓ Cross-Functional Content Reviews
- ✓ Content Guidelines
- ✓ 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
- ✓ Demand Generation
- ✓ Project Management
- ✓ Product Marketing
- ✓ Vertical Marketing
- ✓ Email Marketing & Marketing Automation
- ✓ Program Management

#### **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

<b><i>Freelance Writer &amp; Editor</i></b> SUE EMOND CONSULTING LLC, Fort Collins, CO	2022 – Present
<b><i>Content Marketing Strategist</i></b> PROSCI, Fort Collins, CO	2018 – 2023
<b><i>Senior Manager, Content Marketing</i></b> CONVERCENT, Denver, CO	2017 – 2018
<b><i>Senior Content Manager</i></b> IQNAVIGATOR, Greenwood Village, CO	2014 – 2016
<b><i>Senior Marketing Communications Manager</i></b> VIRTELA TECHNOLOGY SERVICES, Greenwood Village, CO	2012 – 2014
<b><i>Senior Writer</i></b> BIG SKY COMMUNICATIONS, Denver, CO	2010 – 2012
<b><i>Owner / Marketing &amp; Communications Consultant / Writer</i></b> DENVER WRITING SERVICES, Parker, CO	2006 – 2010
<b><i>Senior Marketing Program Manager</i></b> ORACLE / PEOPLESOFT, Denver, CO	2003 – 2005
<b><i>Collateral Development Manager</i></b> J.D. EDWARDS, Denver, CO	2002 – 2003
<b><i>Technical Writer / Marketing Consultant</i></b> LSI LOGIC, Fort Collins, CO	1995 – 2000
<b><i>Technical Writer / Communications Contractor</i></b> 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

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