



## SUZANNE WARDEN

- Creative content strategist, research nerd, collaborator, developer, DOER.
- Technical, narrative & copywriter -- storyteller
- Integrated communications project manager
- Grant writer, PM & reporting prep
- Email list optimization, coordination

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CROSS-CHANNEL MARKETING ▫ STAKEHOLDER COMMUNICATIONS ▫ TECHNICAL & CREATIVE WRITING ▫ MEDIA OUTREACH / PLACEMENT ▫ BIOGRAPHICAL & HISTORICAL CONTENT

### SUMMARY

- Driven, experienced, versatile, and ROI-driven communications professional
- Strategic integration expert in B2B/B2C content strategies, development, re-purposing, organization, channel optimization and performance
- Resourceful multi-audience content producer
- Proven innovator with “roll up your sleeves and go!” work ethic as both PM and writer
- Cross-departmental team-builder, collaborator, mentor

### SKILLS

Translating Operational Goals into Tactical Deliverables & Technical Content into Marketing Assets ▫ Project Management ▫ Technical and Narrative Writing, Editing ▫ ROI Forecasting ▫ Campaign Planning/Budgeting ▫ Competitive Research & Market Analysis ▫ Event Management ▫ Media Relations ▫ Search, Social, Online, Emerging & Traditional Media Asset Maximization

### TOOL, PLATFORM & MEDIA EXPERTISE

CRM	AUTOMATION	SEARCH	ONLINE	SOCIAL	TRADITIONAL	OPERATIONAL / FUNCTIONAL
HighRise, Goldmine, SalesForce, ACT, NetSuite	Act-On, Marketo, Hubspot, HootSuite,, Thomson Zendsk Constant Contact Givesmart.com	Various analytics Combos	Diverse CMS mix for site optimization, video, webinar, podcast, AI, bot BI integration	Facebook, LinkedIn, YouTube, Instagram, Twitter	Mobile app dev KnowledgeBase & Intranet dev Print, DM, Video Audio, Broadcast On-hold Audio Events, Contests, Sponsorships	Microsoft Suite Cloud Adobe Suite Cloud Online video editing Mention press tracking Outlook, Dashboard builds Aprimo Azure

### CLIENTS (B2B, B2C, NONPROFIT EXAMPLES)

NFLPA Foundation, Anthem, Inc. (AIN, ABS, ABC, EBS, EBC), SigmaTEK Systems • SigmaNEST Software • SigmaMRP Software • Circle Development of Cincinnati • VonLehman CPA & Advisory • Procter & Gamble • HP • Candle-Lite • Lexmark • Formica • Formica Flooring • Landrum & Brown • Financial Resource Associates • Cincinnati Chamber of Commerce • Toyota NA • Multi-Color Corporation • Fujitec • Mosler • Coty • Red Dog Pet Resort & Spa • Kroger • Candle-Lite • Penn Station East Coast Subs • Procter & Gamble • Lexmark • Del Webb • Hamilton County Job & Family Services • NADONA/LTC • Shelterhouse • Cincinnati Children’s Hospital and Medical Center • Welcome House • (More...)

### EXPERIENCE

#### PROLANTHROPY LLC – PROFESSIONAL SPORTS’ LEADING PHILANTHROPIC MANAGEMENT FIRM

**Content Writer, Email Program Manager, Grant Writer and Reporting Associate (October 2021-May 2022)**

Prolanthropy is the largest and most successful provider of philanthropic management services in professional sports, specializing in the formation and management of non-profit foundations of professional athletes. Client Foundations for whom I developed content and grants/grant reports included: Von Miller (NFL), Darren Waller (NFL), Kyle Van Noy (NFL), (NFL), Allen Robinson (NFL), and more.

#### Responsibilities:

- Researching and meeting with internal clients to understand their message, brand voice and target audience
- Interpreting creative direction and technical information and turning them into persuasive copy concepts
- Write compelling, persuasive, clear and error-free content for Prolanthropy and its managed foundation’s digital and print channels
- Write within each specific brand voice and needs of specific channels with a focus on storytelling
- Collaborate with graphic designer to deliver compelling, timely and accurate digital and print collateral
- Develop and deliver Email content for Prolanthropy and all Foundations
- Develop and post website content for Prolanthropy and all Foundations
- Manage all content-related vendors of Prolanthropy and our Managed Foundations within budget
- Support Prolanthropy and managed foundation digital asset management functions of department

#### Achievements:

- Drove \$46K+ in donations/grant funds received via grant submissions or email campaigns devised/implemented by me in collaboration with team -- within first 6 months of tenure
- Successfully applied & secured at least one new grant via a novel revenue stream that was sustainable but not pursued (Walmart)

- Established & shared new state-of-the-market email specs to decrease load time, improve engagement on mobile devices, and more
- Helped pivot all 12 Constant Contact accounts when deliverability & new security protocol issues from both Apple and Microsoft hit hard in late 2021, early 2022
- Over 40 email templates (within 12 FDN accounts) redesigned to a higher production standard, and in a standardized, sustainable, scalable fashion
- Over 20 email lists scrubbed and analyzed for growth potential & culled of any potential compliance issues
- Over 15 backlogged client foundation grant reports completed in <3 weeks
- Produced and presented new directions in content for email, 12 blogs, and social/txt programs (based on current best practice research, end-user surveys/interactions, and team input)
- Actively solicited and collected User-Provided content for Foundations' use in all communications to better engage & involve subscribers in our communications (based on current best practice research); organized archive of end-user, donor, and program volunteer stories for annual, sustainable, scalable system across 12 accounts implementation of digital marketing campaigns.
- Maintains currency with evolving technology applications, including health insurance industry innovations and trends.
- Focused on improving customer experience and communication effectiveness, health outcomes, and member satisfaction

#### **ANTHEM, INC. – ACS CREATIVE STUDIO**

##### **Digital Project Manager & Production Consultant (Contractor) (December 2019--March, 2020/Covid19 Lockdown)\***

- Translate moderately complex and varied business needs into multi channel Marketing campaign requirements; possesses full technical knowledge of common phases of system and business development cycles; and is able to consider the business implications of the application of technology to current and future business environments

##### **Responsibilities:**

- Work with national internal & remote creative teams and internal clients in creating, producing, implementing & reporting on digital communications to various stakeholders using Outlook Express, SMC and integrated campaigns
- Consistent Aprimo, Toggl, MS Project, Sharepoint, Pulse reporting
- Add'l multiple corporate system data entry/cross-check and integrity tracking
- Responsibilities include, but are not limited to:
- Works with Anthem IT, business partners, vendors, and internal clients on the delivery of critical multi-channel marketing campaigns to meet specific business KPIs.
- Works across virtual project teams through discovery, development of business requirements and project plans, programming, testing, and implementation of digital marketing campaigns.
- Maintains currency with evolving technology applications, including health insurance industry innovations and trends.
- Focused on improving customer experience and communication effectiveness, health outcomes, and member satisfaction

#### **SIGMA TEK SYSTEMS / SIGMANEST.COM**

##### **Marketing Project Manager & Lead Writer (March 2018 – August, 2019) Industrial Automation Sector**

##### **Achievements**

- Completed first internal comprehensive market analysis for MRP product line
- Designed client satisfaction survey program & content
- Increased trade press coverage via full-topic articles (not mentions) by over 200%
- Implemented standardized, global brand "voice" for technical and narrative product materials globally
- Developed and presented first ROI-based marketing plan & budget

##### **Responsibilities**

- Corporate History – research, project management & writing
- Market-wide competitive intelligence, market-share tracking, SWOT analysis
- Internal Marketing Process Review & Optimization
- CRM strategy development & implementation
- Employee Communications planning & implementation
- SigmaNEST, SigmaTUBE & SigmaMRP Brands – Budgeting, research, cross-channel management for:
- Media Relations – story pitch prep, relationship building, interviews, proofing, release prep & coverage tracking
- Social media and online content development
- Global trade show coordination & planning

#### **MARKETING MAVEN**

##### **Marketing Project Manager & Writer Contract / Freelance \*(September, 2016 – Present)**

##### **Achievements**

- Consistently driving bottom-line growth & performance for under-resourced organizations
- Standardization & optimization of processes, brand standards and more for overstretched small businesses
- Increased trade press coverage for every client

##### **Responsibilities**

- Audit & Analysis of client resources & needs
- Analysis of client market and product distribution
- Establish clients' market profile
- Technical & Narrative Writing, Editing, Re-purposing
- Competitive intelligence gathering, preparation of actionable steps to leverage data
- Optimization of internal marketing processes/systems
- Development/implementation of strategy/plan/budget/content calendar/KPIs/toolset
- List research, profiling, pulling, cleaning, CRM loading/tagging
- Development of brand standards for small to mid-sized firms
- Design/Implement client & employee satisfaction survey programs & content
- Media relations leadership and/or support
- Event strategy development, leadership and/or support

#### **VONLEHMAN CPA & ADVISORY FIRM (VLCPA.COM)**

##### **Marketing Director, Project Manager, Writer (August, 2010 – August, 2016) B2B, Professional Services Sector**

##### **Achievements**

- Elevated VL from #8 in a cut-throat market to #6.
- Boosted VL brand profile exponentially

- Grew bottom line 76% (marketing ONE factor of many)
- Designed/implement client & employee satisfaction survey programs & content
- Dominated regional competition online, also increased traffic and engagement by over 500%
- Accelerated sales cycle by providing track-able & qualified leads via online channel
- Pipelined VL's sales process via new program for 37 CPAs
- Implemented first CRM, data standards program, data migration process & reporting basics for 100,000+ records, 120+ employees

#### Responsibilities

- Launch full-service Marketing Department supporting 8 verticals and 11 service lines
- Develop annual strategy, plan, budget, content/production calendar
- Define and formalize strict Brand Standards for logo use, imagery, voice and channel
- Drive the day-to-day strategic traditional and digital marketing
- Research, negotiate, hire and interface cost-effectively with vendors
- Provide marketing and sales support to leadership
- Research, develop, refine, implement, support and broaden CRM
- Reintroduce and propel the company's client relations program
- Direct and manage media/public relations – i.e. events, press packets; story pitches, etc.
- Provide updates on marketing to leadership bimonthly
- Gather and share ROI insight to leadership on potential sponsorships, partnerships, scholarships, etc.
- Collect and provide competitive intelligence for leadership
- Daily supervision, management, and mentoring of creative team; provide 'Marketing Orientation' to all new employees

### biowriters.net

**Creator, Founder and President, Writer, PR Lead, B2C Marketing Communications Focus – \* (November, 2003 – Present)**

#### Achievements

- Implemented the first interactive, internet-based biography writing service
- Media coverage included The Wall Street Journal, O Magazine, Metro Magazine and various national & international online outlets.

#### Responsibilities

- Develop and outline business concept
- Define concrete components of online tool and supporting materials for business concept
- Establish launch budget and timeline
- Write concrete business plan, secure start-up funding
- Present business plan to regional business incubators (approved)
- Lead freelance creative and programming team in production of brand components, online database tool and website
- Write all necessary copy components
- Client liaison, chief editor, Marketing/PR Director and creative assignment manager

### MAHAN ACCOUNT MANAGEMENT

**Vice President, Client Services, Writer, PM - B2C Marketing Communications Focus – 2 Years**

#### Achievements

- Pitched, closed & managed 80% increase in new business
- Led creative teams in revising agency brand & value proposition
- Implemented new CRM system

### THREE + ASSOCIATES

**Business Development, Lead Writer, PM - B2B, Employee Communications, IPO & Annual Report Strategies – 3 Years**

#### Achievements

- Pitched, closed & managed 100%+ increase in new business
- Led creative teams in revising agency brand & value proposition in press, online, in regional market
- Implemented new CRM system from scratch for 10 employees

### PARADIGM COMMUNICATION GROUP

**Business Development, Writer, PM – B2B, B2C, Video, Film, Radio, Interactive & Online Training Dev & Production – 11 Years**

#### Achievements

- Promoted by leadership to singularly coordinate FIRST formal national marketing plan & budget/brand re-launch, multi-channel
- Team trounced competition – driving 600%+ growth in 3 years through multi-channel campaigns
- Became trusted liaison between programming team(s), animators, et al., for complex digital projects
- Pitched, closed & managed \$1.5mil+ in new business over 4 years – ad agency & corporate sectors
- Implemented new CRM system from scratch for 80+ employees

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### EDUCATION, HOBBIES & INTERESTS

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University of Cincinnati  
 Art Academy of Cincinnati  
 Gateway Technical  
 Foundation Center of Cincinnati (grant writing)  
 Various AMA, PMI, LI online courses

Antique Book Collecting – Non-Fiction, Dictionaries. Letters  
 Biographer of "Ordinary" People (there's NO such thing...)  
 Sketching  
 Travel  
 Music  
 Shoes (cough...)

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REFERENCES, SALARY HISTORY, PORTFOLIO (ADD'L TO ONLINE) AVAILABLE ON REQUEST

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