



SUZANNE WARDEN - B2B, INDUSTRIAL, NONPROFIT MARKETING SPECIALIST

- Digital & Traditional Content Writer, Strategist, Project Manager
- Growth Marketing via Brand Storytelling
- Multi Channel Content Marketing Program Developer, Manager
 - o AI ChatGPT Digital Content Proofreader, Fact Checker, Risk Assessment Editor
 - o CMS, DAM, CRM & Email Program Design & Implementation Manager

P: 513 673.0120

E: suzanne.warden@gmail.com

W: sewarden.com (contact me for login, AI/ NYT Copyright Case = decision to secure it...)

LI: <https://www.linkedin.com/in/sewarden/>

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 - RFP and Proposal Research, Management & Development - Process Optimization - ROI Forecasting - Campaign Planning/Budgeting - Competitive Intelligence Research & Market Analysis - Event Management - Media Relations - Search, Social, Online, Emerging & Traditional Media Asset Maximization

PLATFORM, STACK SOFTWARE EXPERIENCE

EMAIL/CRM	EMAIL / AUTOMATION	SEARCH	WEB	DIGITAL/SOCIAL	TRADITIONAL	OPERATIONAL
HighRise, Goldmine, Salesforce, ACT, NetSuite, Wrike, Hubspot, Unanet	Act-On, Marketo, Hubspot, Pardot, HootSuite, Thomson-Reuters, Zendesk, Constant Contact, Givesmart.com, Vertical Response, MailChimp	Google, G4 Various Ad & Organic analytics, Expertise, SEMrush	WordPress, Cake, GoDaddy, Wix, Basic & custom CMS / site asset Optimization; video, webinar, podcast dev., AI, bot, BI, integration ChatGPT	Facebook, Canva art prep LinkedIn, YouTube, Instagram, Twitter/ X, Mobile App Dev., Contests, Influencer Partnerships SMS	Book Publishing, Print, DM, Video, Audio, Broadcast Long Form, TV, Radio, On-Hold Audio, Events, Contests, Trade Shows, Sponsorships, Scholarship Programs	Microsoft Office, Adobe Creative Suite, Various DAMs & CMS, Online video editing Mention media tracking (PR), Outlook Campaigns,, Custom Dashboard builds Aprimo, Azure

CLIENTS: B2B, B2C, NON PROFIT, GOVERNMENTAL

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 - Clark Western - Messer - Humana Lexmark - Formica - Formica Flooring - Landrum & Brown - Financial Resource Associates - Cincinnati Chamber of Commerce - Toyota NA - Multi-Color Corporation - United Healthcare 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 - Pacificare - NADONA/LTC - Shelterhouse - Cincinnati Children's Hospital and Medical Center - Welcome House - The Kleingers Group - SportWorks Design - TrueScan (More...)

EXPERIENCE

06/2022 – 10/2022: Medical Leave Under Doctor Supervision - Major Orthopedic Surgery and Recovery

03/2020 – 09/2021: COVID Lockdown Remote Learning Facilitation with Daughter

– 6-hour daily sessions, provided teaching assistance and support for class of Special Needs adolescents

LUXOTTICA FOUNDATION, KABLE GROUP, CENTRAL PET, MORE – RESEARCH AND ONSITE CONTRACT WORK FOR DAUGHTER/VOCATIONAL TRG./TRANSITION PROCESS; NHS SPECIAL NEEDS SCHOOL TO WORK PROGRAM ARC NKY, ETC.

Various hands-on roles as demonstrated; Tested for complexity, researched and noted/reported process overviews, potential intervention & accommodation reqs within system and more per IEP 05/2023 – 01/2024)

BIOWRITERS.NET – FREELANCE BIOGRAPHY AND AUTOBIOGRAPHY / FAMILY HISTORY GHOSTWRITING SERVICE

Creator, Founder and President - Creative Project Manager, Writer, 05/2023- Present)

THE KLEINGERS GROUP, TRUESCAN, SPORTWORKS DESIGN – CIVIL ENGINEERING & INTEGRATED SERVICES FIRM

Sr. Digital Marketing Specialist - Creative Project Manager, Marketing: Content Planning, Mgmt. & Production (Contract) 01/2023-04/2023

Responsibilities

- Content Planning & Production, Writer, Email Automation Program Process Design, CRM Integration Lead, Media Relations, Research Lead ChatGPT / AI assessment, DAM Platform Research Lead
- Develop and execute digital marketing components to support The Kleingers Group's business objectives and two sub-brands
- Significantly enhance brand awareness in digital space, drive website traffic & lead acquisition
- Collaborate with & support other marketing, business development, and sales team w/various marketing activities

- Content components consist of digital ad campaigns, video series, blog articles, stories, feature series, email marketing and promotions, 10 social channels, customization of themed social posting across brands, mobile optimization of all content, search engine optimization (SEO), search engine marketing (SEM), verify deliverability scores on all URLs, fact-checking & edit of AI-generated content via ChatGPT

PROLANTHROPY, LLC - PROFESSIONAL SPORTS' LEADING PHILANTHROPIC MANAGEMENT FIRM

Content Writer - Creative Project Manager, Writer, Email Program Mgr., Grant writing / Reporting **(Contract)** 10/2021- 05/2022

- Client Foundations: Von Miller (NFL), Darren Waller (NFL), Kyle Van Noy (NFL), Allen Robinson (NFL), Kenley Jansen (MLBB)

Responsibilities

- 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
- Develop and deliver Email, website, blog, social 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)

ANTHEM, INC.

Digital Project Manager & Production Consultant - Creative Project Manager, Marketing **(Contract)** (12/2019—03/2020 **Covid Lockdown**)

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
- Work with Anthem IT, business partners, vendors, and internal clients on the delivery of critical multi-channel marketing campaigns to meet specific business KPIs.
- Work 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

SIGMATEK SYSTEMS / SIGMANEST.COM – INTERNATIONAL INDUSTRIAL SAAS FIRM

Creative Project Manager, Marketing (03/2018 – 08/2019) 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%
- 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
- SigmaNEST, SigmaTUBE & SigmaMRP Brands – Budgeting, research, cross-channel management for:
- Media Relations – story pitch prep, relationship building, interviews, proofing, release prep & coverage tracking
- Global trade show coordination & planning

MARKETING MAVEN

Creative Project Manager, Marketing Contract / Freelance (09/2016 – 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; specification, proposal & budget development & management;

- 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

VONLEHMAN CPA & ADVISORY FIRM VLCPA.COM

Marketing Director, Creative Project Manager, Writer (08/ 2010 – 07/ 2016)

Achievements

- Elevated VL from #8 in a cut-throat market to #6
- Boosted VL brand profile exponentially
- 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 100K+ 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; RFP and proposal development & management
- Research, develop, refine, implement, support and broaden CRM

BIOWRITERS.NET

Creator, Founder and President - Creative Project Manager, Writer, PR Lead, B2C – * (11/2003 – 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; proposal development & management

MAHAN ACCOUNT MANAGEMENT – FULL-SERVICE B2C ADVERTISING AGENCY

Vice President Client Services - Creative Project Manager, Marketing, 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 - FULL-SERVICE B2B ADVERTISING AGENCY

Creative Project Manager, Marketing - Business Development, Writer, Employee Communications, IPO & Annual Report Strategies – 3 Years

Achievements

- Developed and managed RFP responses / proposals; 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 – PRODUCTION HOUSE AND MARKETING / TRAINING AGENCY

Creative Project Manager, Marketing - Biz Development, Writer B2B, B2C, Video, Film, Radio, Interactive Online Dev & Production – 11 Yrs.

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
- Developed & managed RFP responses / proposals Pitched, closed & managed \$1.5mil+ in new business over 4 years – agency & corporate
- Implemented new CRM system from scratch for 80+ employees

EDUCATION, HOBBIES, & INTERESTS

University of Cincinnati	Antique Dictionary Collector
Art Academy of Cincinnati	Biography Collecting & Writing
Foundation Center of Cincinnati	Drawing
Professional Development	Travel, Music Geek

References and Salary History Available on Request; Contact me for online portfolio login, thank you.