

Sue Ridgeway

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STRATEGIC MARKETING & COMMUNICATIONS LEADER

Creative and insightful professional with expertise in devising and executing marketing efforts that drive brand growth and industry recognition. Expert in developing comprehensive go-to-market plans, managing SEO-optimized websites, and directing effective marketing efforts through social media, email, and content-focused campaigns. Seeking to leverage experience and strategic mindset to propel marketing success for a forward-thinking organization.

KEY STRENGTHS

- Marketing Strategy
- Website Management (SEO)
- Social Media Marketing
- Email Marketing Campaigns
- Content Strategy Development
- Digital Communications
- Salesforce Experience
- WordPress Expertise
- Omnichannel Strategy

CAREER HIGHLIGHTS

- Drove a 40% increase in sales leads by spearheading the design and enhancement of a high-performing, SEO-optimized website, expanding market reach and customer engagement.
- Accomplished a remarkable 25% increase in customer retention through the implementation of highly targeted and compelling email marketing campaigns, solidifying brand loyalty and customer satisfaction.
- Expanded client base through the execution of innovative content strategies, including blogs, newsletters, case studies, and feature articles, fostering strong client relationships and promoting year over year growth.
- Established the company as an industry leader through strategic marketing and public relations initiatives, significantly bolstering brand reputation and market positioning.

PROFESSIONAL EXPERIENCE

Strata Information Group • (Technology Consulting) Remote Marketing Lead

July 2022 to June 2024

Developed and executed marketing strategies driving the company's overall marketing success. Formulated comprehensive go-to-market plans and managed an SEO-optimized website to improve sales leads. Improved industry presence by organizing and promoting online conferences and webinars.

Key Contributions:

- Boosted sales leads by 40% through the design and maintenance of a high-performing, SEO-optimized website.
- Achieved a 25% increase in customer retention by implementing compelling and targeted email marketing campaigns.

Sue Writes, Unlimited - Freelance • (Multitude of Industries) Remote Marketing Communications Consultant

January 2003 to July 2022 (off and on)

Drove significant marketing impact, uplifting brand recognition and enhancing sales for diverse clients across various industries. Crafted compelling, high-converting copy for digital and traditional campaigns, encompassing web content, blogs, newsletters, email marketing, social media, webinars, and other customer-facing materials. Cultivated and sustained strong client relationships, securing consistent repeat business through exceptional service and results. Earned long-term assignments at several consulting firms, an ad agency, interior design firm, and national nursing association.

Key Contributions:

- Amplified customer engagement and loyalty by developing and employing effective social media strategies.
- Improved sales funnel performance by creating persuasive web content that attracted and converted leads.

**ArcherPoint • (Technology Consulting) Remote
Marketing Manager**

June 2016 to October 2018

Crafted and executed innovative marketing strategies; positioned company as a trailblazer in the industry through effective marketing and communication tactics. Worked closely with sales team to increase sales funnel.

Key Contributions:

- Grew client base by implementing content strategies, including blogs, newsletters, case studies, and feature articles.
- Analyzed and assessed campaign performance and market data to measure effectiveness and identify areas for optimization.

**DaVita • (Healthcare Technology) Denver, CO
Marketing Manager**

February 2014 to May 2016

Led the marketing team for Falcon Physician, a strategic business initiative of DaVita. Oversaw the creation and development of all creative, media, communications, and events. Supervised and mentored the marketing team to surpass team performance and drive successful campaign execution.

Key Contributions:

- Elevated revenue and expanded market share through innovative marketing strategies.
- Spearheaded comprehensive media campaigns that boosted brand visibility and engagement.
- Championed and rolled out creative marketing initiatives, resulting in a significant uptick in customer acquisition.

ADDITIONAL EXPERIENCE

Communication Specialist, EarthLink • (Internet Service Provider) Atlanta, GA || Created and distributed internal communications to update employees regarding initiatives and events. Promoted the company's social media presence, including content planning, posting, monitoring, and engagement.

Marketing PM - Business Products, EarthLink • (Internet Service Provider) Atlanta, GA || Steered cross-functional teams to implement marketing campaigns, aligning with brand guidelines and business objectives. Monitored and analyzed marketing campaign performance, providing regular reports and insights to optimize strategies and tactics.

EDUCATION & CREDENTIALS**Bachelor of Arts, Mass Communications**

University of Maryland, College Park, MD

BrightEdge Certified Professional**COMMUNITY INVOLVEMENT****Habitat for Humanity, Core Volunteer (2016 to Present)****Girls on the Run, Volunteer Coach (2021 to 2024)****CCHS Band Parents Association, Various Volunteer Roles (2017 to 2021)****Denver Parks and Rec., Various Volunteer Roles (2010 to 2018)****Willow Creek Elementary School, PTO Board Secretary (2008 to 2010)**