

SUE RIDGEWAY

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suewritesbest@gmail.com



303-406-1583



7974 S. Willow Court
Centennial, CO 80112



EXPERIENCE

JULY 2018 -
Present

and

JAN. 2003 -
DEC. 2012

Sue Writes Unlimited

MARKETING COMMUNICATIONS CONSULTANT

- Enhance marketing impact, improve brand recognition, and increase sales for a multitude of clients in a variety of industries.
- Produce compelling copy for digital and traditional marketing campaigns including, but not limited to, web, blogs, newsletters, email marketing, Google AdWords, and other customer-facing content.
- Success stories include expanding client's customer engagement and loyalty through execution of effective social media strategies; doubling client's customer engagement through email marketing initiative; and increasing sales funnel through compelling web content.
- Cultivate relationships and consistently win repeat clients.

MAY 2016 -
JULY 2018

ArcherPoint

MARKETING STRATEGIST

- Attracted and retained new customers through the creation and execution of overall strategic direction for all marketing and communication efforts.
- Expanded brand recognition and market share by developing and executing creative and effective SEO strategies.
- Improved sales funnel through concise, compelling, and actionable copy.
- Increased sales leads by developing and executing comprehensive marketing campaigns that include (but not limited to) content marketing, social media, and paid advertising.

FEB. 2014 -
MAY 2016

DaVita/Falcon Physician

MARKETING MANAGER

- Grew revenue and increased market share as marketing lead for one of DaVita's strategic business initiatives: as leader saw growth of product adoption by over 30%.
- Conceived, nurtured, and executed on overall marketing strategy to grow customer base and increase retention.
- Developed, executed and managed all creative, media, communications, and events.
- Produced award-winning submissions for Stevie, Golden Bridge awards and Fierce Innovation/Healthcare award.
- Mentored and managed marketing team; doubled team during tenure.



EXPERTISE

Marketing/communications
strategy and execution

Email marketing copy and
campaign execution

Web strategy/content

Direct mail

Newsletters

Blogs

White Papers

PR

Social Media strategy/execution



EDUCATION

UNIVERSITY OF MARYLAND

BACHELOR OF ARTS

- Mass Communication

Please see LinkedIn profile for more details:
<https://www.linkedin.com/in/sueridgeway>

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EXPERIENCE

JAN. 2013-
FEB. 2014

Assoc. of periOperative Registered Nurses

MARKETING MANAGER

- Developed, implemented and executed communication plans and promotional tactics to market products and services to the Ambulatory Surgery and Industry markets.
- Increased ROI across several business lines by designing and implementing myriad of sales and marketing strategies.

DEC. 2012-
JAN. 2013

MARKETING CONSULTANT

- Wrote, edited, and produced email, direct mail, advertising and PR materials to generate interest in annual meeting.
- Increased meeting registration by 20%.
- Produced effective materials, had consulting contract extended twice and then offered full-time position (created specifically for me).

JAN. 1999 -
JAN. 2003

MindSpring/EarthLink

COMMUNICATIONS SPECIALIST

MARKETING PM - BUSINESS PRODUCTS

TECHNICAL EDITOR - EDITORIAL SERVICES

- Improved customer experience by developing, implementing, and managing copy-wide customer contact strategy.
- Expanded market share by designing and executing nationwide marketing activities.
- Enhanced user functionality and productivity by creating informative documentation.