

SUE RIDGEWAY

MARKETING | COMMUNICATIONS | BRAND AWARENESS

Creating ways to increase the sales funnel, enhance online presence, and expand brand awareness is my forte. I develop and execute communications and marketing strategies that improve sales, grow the customer base, and enhance customer loyalty. I am a team player who thrives in a challenging, deadline-oriented environment.

EXPERIENCE

MARKETING LEAD

Strata Information Group (SIG)

2022-present

- Develop, implement, and execute effective marketing initiatives.
- Increase sales leads by designing and maintaining an SEO-optimized website.
- Enhance brand awareness through effective social media and organic marketing tactics.
- Strengthen client loyalty through compelling email marketing campaigns.
- Manage marketing assistant.

MARKETING DIRECTOR

Lita Dirks & Co.

2018 - 2022

- Created and executed marketing strategies and campaigns that promoted the company's brand.
- Increased client base through effective content strategies (e.g., blogs, newsletters, case studies, etc.).
- Assisted in ongoing business development activities.
- Managed marketing coordinator.



303-406-1583



suewritesbest@gmail.com



7974 S. Willow Ct.
Centennial CO 80112



suewritesbest.journoportfolio.com

EXPERTISE

- Marketing Strategy
- Web Content and Design
- Email Marketing Strategy
- Social Media Marketing Strategy
- Copywriting
- Video Creation
- PR
- Salesforce/Pardot Ranger
- BrightEdge Certified

SUE RIDGEWAY

MARKETING | COMMUNICATIONS | BRAND AWARENESS

EXPERIENCE

MARKETING MANAGER

DaVita

2014 - 2016

- Grew revenue and increased market share as marketing lead for Falcon Physician, one of DaVita's strategic business initiatives.
- Conceived, nurtured, and executed 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 as well as the Fierce Innovation/Healthcare award.
- Mentored and managed the marketing team.

MARKETING COMMUNICATIONS CONSULTANT

Sue Writes, Unlimited

2003-2014 and 2016-2018

- Enhanced marketing impact, improved brand recognition, and increased sales for a multitude of clients in a variety of industries.
- Produced engaging copy for digital and traditional marketing campaigns including, but not limited to, web, blogs, newsletters, email marketing, AdWords, and other customer-facing content.
- Cultivated relationships and consistently win repeat business.

TECHNICAL EDITOR, MARKETING SPECIALIST

MindSpring/EarthLink

1999-2003

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

COMMUNITY INVOLVEMENT

Habitat for Humanity

Core Volunteer (2023-present)

General Volunteer (2016-2023)

Girls on the Run

Volunteer Coach (2022-present)

CCHS Band Parents Association

Various Volunteer Roles (2017-2021)

Willow Creek Elementary School

PTO Board (2008-2010)

South Suburban Parks & Rec

General Volunteer (2008-present)

EDUCATION

BACHELOR OF ARTS

Mass Communications

University of Maryland, College Park, MD