

# Sue Krause

1654 West Main Street  
West Norriton, PA 19403  
215-646-1008  
<https://suekrause.journoportfolio.com/>



[suekrause3@gmail.com](mailto:suekrause3@gmail.com)



<http://www.linkedin.com/in/suekrause>



@Sue\_L\_Krause

## SUMMARY

- ▶ Modern marketing professional with extensive experience developing and executing strategic content programs, thought leadership, and lead generation in fast-paced business environments.
- ▶ Proven track record leading projects that strengthen brand equity, expand market share, and grow revenue.
- ▶ Self-motivated, dedicated leader who works well independently but also thrives collaborating within a team.

## AREAS OF EXPERTISE

- Content strategy, development, and copywriting
- Thought leadership programs and PR
- Project management
- ABM / demand generation campaign development
- Innovative marketing programs & tools
- Events & promotions

## PROFESSIONAL EXPERIENCE

**ThinkGen**, Ardmore, PA (<https://www.think-gen.com>)

11/20-Present

*Healthcare Market Research Consultancy*

### Marketing Director

- ▶ Developed and executed marketing programs in the first year that contributed to over \$2.5m in new opportunities.
- ▶ As first marketing hire for the company, build marketing department from the ground up and lead marketing initiatives.
- ▶ Develop and implement annual, strategic marketing plan; evaluate and analyze plan results, optimizing accordingly.
- ▶ Hire and oversee agency to develop corporate brand—including branding guidelines, corporate presentation decks, content templates, corporate overview video.
- ▶ Work with the leadership team to develop and execute strategic thought leadership program.
- ▶ Plan and collaborate with BD to execute all content marketing and (Hubspot) email marketing programs.
- ▶ Own copywriting and content creation across all touch points, including email, press releases, sales decks, social media, website, sales enablement materials, video production, and print collateral.
- ▶ Manage social media schedule and execute all social media posting, social listening, etc.
- ▶ Manage all strategic corporate communications and public relations efforts.
- ▶ Plan and execute all aspect of all events, including internal company events, trade shows/conferences, webinars, etc.
- ▶ Lead website redesign project, managing external agency and internal approval process.
- ▶ Direct marketing vendors (branding agency, video producer, web agency, marketing ops agency, and graphic designer.)

**UNFALL Productions**, Warner Springs, CA (<https://unfallproductions.bandcamp.com>)

5/20-Present

*Label, Music and Video Production Company label, and Music Photography Service*

### Social Media Manager (Contract)

- ▶ Manage and execute social media strategy, post scheduling, social listening, and metrics.
- ▶ Email campaigns in MailChimp.
- ▶ Maintain digital promotions, listings, news announcements, and ongoing presence on digital channels including YouTube, Bands in Town, Song Kick, Spotify, band websites, and Patreon membership site.
- ▶ Build out online events on Crowdcast.com.

**M3 Global Research**, Fort Washington, PA (<https://www.m3globalresearch.com/overview.cfm>)

10/17-4/20

*Healthcare Market Research Fielding Company*

### Senior Marketing Director

- ▶ Developed and executed strategic global marketing plan; evaluated and analyzed plan results, optimizing accordingly.
- ▶ Owned copywriting and content creation across all touch points, including email, press releases, sales decks, social media, website, webinars, sales enablement materials, video production, newsletters, and print collateral.
- ▶ Increased average webinar registration by 22%.
- ▶ Increased social media followers by 39% and social engagement by 57%.

- ▶ Increased average email open rates from 13% to 17%.
- ▶ U.S. Qualitative Research increased by 20% in 2019 after extensive promotional marketing campaign.
- ▶ Developed and managed annual marketing budget.
- ▶ Managed and mentored the global marketing team along with freelancers and agency vendors.
- ▶ Collaborated with SMEs and managed asset development to support product promotion and marketing campaigns.
- ▶ Maintained editorial calendar and calendar for all marketing activities.
- ▶ Planned and executed industry conference exhibition and webinars as key components to thought leadership initiative.
- ▶ Created messaging and editorial style guide and worked with graphic designer to create branding guide.

**JORNAYA**, Ambler, PA ([www.jornaya.com](http://www.jornaya.com))

1/16-4/17

*Consumer journey insights data platform*

**Director of Content Marketing** / Served as interim Marketing Team Lead from 12/16 through 3/17

- ▶ Oversaw content marketing initiatives across multiple platforms and formats to drive sales, engagement, and retention.
- ▶ Developed content strategy, content marketing plan, and editorial calendar.
- ▶ Managed thought leadership initiative by collaborating across the organization and coordinating blogs, video production, contributed articles, PR opportunities, and speaking engagements.
- ▶ Developed persona profiles and customer experience map.
- ▶ Conceived, developed, and wrote copy for all content – including blogs, infographics, videos, eBooks, research papers, white papers, etc. – mapped to personas and stages of the buying journey.
- ▶ Managed PR agency and social media and content specialist.
- ▶ Initiated and managed launches of social media program, influencer program, and company newsletter.
- ▶ Ensured all content was optimized for SEO and on-brand and consistent in style, quality, and tone of voice.
- ▶ Developed content maps to align content with campaigns and product launches, ensuring appropriate content for all stages of the buying journey and targeted personas was in place or was created.
- ▶ Led account-based marketing (ABM) initiative.
- ▶ Won company award for “Making Order Out of Chaos” in January 2017.

**EVOLVE IP**, Wayne, PA ([www.evolveip.net](http://www.evolveip.net))

11/12-1/16

*Cloud services company*

**Product Marketing Manager & Content Marketing Manager**

- ▶ Created and managed content campaigns in last year that generated 158 sales qualified leads (SQLs) and more than \$1.2 million in contracted revenue – the second most successful marketing program after referrals.
- ▶ Developed product copy and collateral (emails, landing pages, web content, press releases, etc.)
- ▶ Generated compelling content for inbound and outbound lead generation campaigns (survey reports, white papers, interactive tools, videos, blogs, webinars, case studies, etc.) mapped to personas and stages of the sales cycle.
- ▶ Interfaced and collaborated with Product Development on product go-to-market strategies and promotions.
- ▶ Managed relationships and projects with internal and external marketing, graphic design, and video production professionals.
- ▶ Developed, executed, and analyzed industry surveys.
- ▶ Worked with SMEs to develop new content pieces, webinar series, etc.
- ▶ Planned and managed customer and prospect product demo events.

**ALTEVA (purchased by Momentum Telecom in 2015)**, Philadelphia, PA

9/09-9/12

*Cloud Unified Communications Solution Provider*

**Director of Marketing** / Promoted from Marketing Manager in 2011

- ▶ While directing company’s marketing department, Alteva grew more than 60% YOY, and became recognized as the 9<sup>th</sup> largest Unified Communications company by Frost & Sullivan.
- ▶ Established and implemented annual Marketing Communications Plan.
- ▶ Managed staff of four, as well as external marketing, PR and video production vendor management.
- ▶ Identified the benefits, costs, and methods of measuring the returns of the Annual Strategic Marketing Plan.
- ▶ Directed PR agency in developing strategic communications and thought leadership programs.
- ▶ Established and governed consistent messaging and branding.
- ▶ Collaborated with Human Resources to develop and manage internal communications programs.

- ▶ Wrote all content, copy, presentations, newsletters, and collateral.
- ▶ Planned and managed tradeshow schedule and logistics for exhibiting and speaking engagements.
- ▶ Conceived, developed and promoted customer and partner events, training sessions, and webinars.
- ▶ Launched and monitored Search Engine Optimization (SEO) initiative.
- ▶ Collaborated with other departments across the organization on various communications initiatives.

**LANDE COMMUNICATIONS**, Spring House, PA ([www.landepr.com](http://www.landepr.com))

2/09 – 9/09

*Fast-paced, boutique PR agency servicing multiple clients in technology, publishing and travel industries.*

**Social Media Program Consultant**

- ▶ Designed and developed social media programs and plans for multiple clients and wrote client proposals.
- ▶ Launched programs including blogs, Facebook/Twitter efforts, microsites, and other inbound marketing efforts.

**GROUP BUYING EDGE**, Hatfield, PA ([No longer in business](#))

3/09 – 5/09

*Web-based company providing group purchasing options to independent restaurants.*

**Marketing Communications Manager (Contract)**

- ▶ Served as project manager on development, design, copywriting, and rollout of customer web portal.
- ▶ Created collateral including fliers, brochures, trade show materials, PowerPoint presentations, etc.
- ▶ Owned copywriting/editing of all communications: web copy, collateral copy, press releases.

**FMP MEDIA SOLUTIONS**, Conshohocken, PA ([www.fmpmedia.com](http://www.fmpmedia.com))

2/06 – 11/08

*Technology-driven business communications and multimedia / streaming media / video / event production.*

**Marketing Manager/Promoted from Marketing Programs Manager & Office Manager in August 2007**

- ▶ Implemented marketing communications plan initiatives.
- ▶ Managed brand audit: implementation of brand e-survey, analysis, and report and presentation of results.
- ▶ Wrote press releases, collateral, website copy, case studies, newsletter articles, proposal copy.
- ▶ Served as project manager on redesign of company website collaborating with developers, designers, and operations staff. Wrote new copy for site; implemented SEO.
- ▶ Gathered, analyzed, and communicated marketing data to keep company informed of industry trends, competitive positioning, and market perceptions.
- ▶ Planned and implemented successful lead generation campaigns resulting in sales opportunities.
- ▶ Supported sales & marketing and operations executives in defining and implementing metrics tracking and reporting, including weekly reports summarizing sales pipeline performance.
- ▶ Developed and managed internal communications program.

**LANDE COMMUNICATIONS**, Spring House, PA ([www.landepr.com](http://www.landepr.com))

4/98 – 2/06

*Fast-paced PR agency servicing multiple clients – e.g., Thompson Tax & Accounting, Langenscheidt Publishing.*

**Lead Publicist / Manager**

- ▶ Wrote and edited press releases, presentations, press kits and client reports.
- ▶ Secured consistent high-profile placements for multiple clients, including numerous placements with *Wall Street Journal*, *New York Times*, *USA Today*, *Conde Nast Traveler*, *Entertainment Weekly Magazine*, etc.
- ▶ Managed general aspects of accounts, assuring that staff adhered to schedules deadlines.
- ▶ Trained and managed junior staff.
- ▶ Planned and supervised media events, including grand openings of stores, media tours, and press luncheons.

**TECHNICAL SKILLS**

Microsoft Office; WordPress; Salesforce.com; HubSpot; Slack; MailChimp; Zoom; Trello; InDesign; Marketo; Dotdigital; YouTube; Social Media platforms; Knowledge Tree; Constant Contact; Eventbrite; Google Analytics

**EDUCATION & CERTIFICATION**

Bachelor’s Degree, Kutztown University, Kutztown, PA  
 Project Management Certification, Temple University / Leadership & Management Certification, Temple University  
 Inbound Marketing University Certificate, Hubspot  
 Hubspot Marketing Certified, Hubspot  
 Marketing Profs Certification in Marketing Writing  
 Marketing Profs Certification in Content Marketing