

**SUSAN WYATT**

425-208-2131 | Redmond, WA | [swyatt345@gmail.com](mailto:swyatt345@gmail.com)  
[LinkedIn profile](#)

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Accomplished communications specialist with roots in journalism. Skilled at producing digital content – researching, interviewing, writing, editing and proofreading – in a fast-paced, dynamic environment.

**EXPERIENCE**

**Freelance Writer**

**Feb. 2017-Present**

**ZED Graphic Communications, Montreal, Quebec**

Research and write content for ZED client’s newsletter, emails and collateral content, working closely with marketing staff. Follow client brand voice guidelines.

**Premera Blue Cross, Mountlake Terrace, WA**

Following defined style and voice guidelines, research and write content for member newsletters.

**Healthy Paws Pet Insurance & Foundation, Bellevue, WA**

Research and write blog posts and web content for national pet insurance company, following corporate style and voice guidelines.

**Staff Writer**

**Pet Connection Magazine, Seattle, WA**

**Nov. 2017–Present**

Write news and feature articles for Pet Connection, a publication devoted to the pets and people of the Puget Sound area. Conduct research and interviews and pitch ideas.

**Writer/Editor (Contract)**

**World Vision, Federal Way, WA**

**Aug. 2017–Oct. 2017**

Edited content for SEO, spelling and grammar and per AP and World Vision’s voice and style guidelines. Organized photos and edited captions.

**Voicebox Technologies, Bellevue, WA**

**Oct. 2016–Aug. 2017**

As a member of a large team, wrote and edited localized content for natural language voice recognition for mobile devices. Edited, proofread and annotated thousands of command variations on tight deadlines with daily targets.

**Digital Content Producer**

**KING TV, Seattle WA**

**2000–2016**

Wrote and edited news and features for all digital channels - KING 5 website, apps, email newsletter, social media. Coordinated with TV newscast staff to integrate content on all screens. Managed digital coverage of major breaking news events and produced digital content for TV specials (health, lifestyle, weather). Created and wrote "The Pet Dish," a popular online pet blog. Planned web coverage and social media campaigns. Wrote engaging social media posts that prompted people to click, read, watch and share. Acted as a social listener engaging with the community via Facebook and Twitter. Utilized social channels to promote the content published on websites and mobile apps. Worked with the news staff and web team to plan web coverage and social media campaigns.

**WRITING PORTFOLIO**

## **VOLUNTEER WORK**

### **Writer**

**American Red Cross – Northwest Region, Seattle, WA**

**Nov. 2017 – Present**

Member of the professional media volunteer team, writing blog posts and writing and scheduling social media posts that promote the programs and messages of the American Red Cross. Edit social media content produced by other volunteers. Contributed to a 185 percent year-over-year increase in blog views and a 29 percent YOY increase in Twitter impressions.

## **EDUCATION**

Bachelor of Arts in Communications | Western Washington University

Associate in Arts in Broadcast Communications | Centralia College

## **AFFILIATIONS**

American Copy Editors Society