

## SUZANNE BERGIN ZEBROWSKI

### FINANCIAL SERVICES MARKET STRATEGY AND CONTENT CREATION PROFESSIONAL

#### EXPERIENCE

#### S. BERGIN COMMUNICATIONS

2006 - Present

#### ENDORSEMENTS

*Suzanne has a proactive approach to content strategy and the ability to succinctly articulate product value in a conversational tone that connects and converts.*

**Katie Davis, VP Marketing  
LPL Financial**

*Suzanne approaches every new project with a smart and fresh approach. She adds significant value to firms striving to take their marketing strategy and communication to a whole new level.*

**Lori Hardwick, Board Director  
and C-Suite FinTech/Advisor**

*I am always impressed by Suzanne's ability to listen very closely and stake complex messaging and articulate it clearly, concisely, and creatively.*

**Sherri Smith, VP Marketing  
LPL Financial**

From catchy headlines to crisp copy and clever calls to action, my copy drives engagement and produces warm leads, more signups, and high conversion rates. My ability to achieve results is attributed to my intensive study of client and market opportunities, deep understanding of the financial services and fintech space, and never-ending quest for innovative approaches. I add value for clients in numerous ways, including:

**Key messaging and positioning.** Help clients identify and understand their market, create brand pillars, articulate value, establish key messaging, and drive consistency.

Tactics include: branding statements, messaging frameworks, "use-this-not-that" style guides, and website content.

**Product and service launches and ongoing marketing campaigns.** Design and implement go-to-market strategies for several clients ranging from fintech start-ups to financial service firms introducing new products and services.

Tactics include: market research, key messaging development, marketing and social media campaign strategies, content development, and implementation.

**Thought leadership strategy and execution.** Consistently and creatively showcase client expertise and perspectives. Tactics include: speechwriting, whitepapers, ghostwritten articles and blogs, and workshop content.

**Educational content.** Design advisor learning modules on topics ranging from complex investment products to financial planning concepts and practice development strategies. Tactics include: interactive modules, video scripting, webinars, and presentations.

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**LIFEBOOK MEMOIR & AUTOBIOGRAPHY SERVICES**

**GHOSTWRITER AND INTERVIEWER**

2021 - present

Help individuals relive, recount, and share their life stories.

**MASSMUTUAL FINANCIAL GROUP**

**SECOND VICE PRESIDENT, MARKETING AND COMMUNICATIONS**

1995 - 2006

Throughout my career at MassMutual, I held positions with increasing responsibility and impact. While I started in Human Resources as Director of Equal Employment Opportunity Office, I was promoted to Assistant Vice President in Corporate Communications and was responsible for Corporate Giving. After nearly five years in that position, I moved to the company's Large Corporate Markets Division, where leading the Marketing and Communications efforts for Private Placement Life Insurance and Executive Group Benefits.

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**EDUCATION**

**2006**

Leadership Development Intensive (sponsored by MassMutual)

**DARDEN SCHOOL OF BUSINESS, UNIVERSITY OF VIRGINIA**

**1998**

Master's in Business Administration

**ISENBERG SCHOOL OF MANAGEMENT, UNIVERSITY OF MASSACHUSETTS**

**1992**

Bachelor of Arts Degree

**WESTFIELD STATE COLLEGE**

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**COMMUNITY SERVICE**

Current volunteer activity

Meals on Wheels • Paws for People • Petals Please

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