

GREG SORBER

Senior Writer and Strategist

Writer and strategist with two decades of marketing, branding, and public relations experience. Exploring opportunities to shape brands, disrupt markets, and engage audiences.

ONLINE RESOURCES

LinkedIn

- [linkedin.com/in/gregsorber](https://www.linkedin.com/in/gregsorber)

Journo Portfolio

- gregsorber.journoportfolio.com

EXPERIENCE

Senior Writer and Strategist, Freelance (2003-Present)

- Trusted resource and proven contributor for technology leaders (Cisco, Microsoft, Intel), software innovators (Linux Foundation, Fundbox, GR4VY), consumer brands (Google, eBay, GE), and many more

Public Relations Manager, Tektronix (2001-2003)

- Directed worldwide public relations activities for three product lines
- Created internal communications program for global sales and marketing organization

Marketing Communications Manager, Emerald Solutions (2000-2001)

- Developed and managed marketing programs that generated sales leads and increased brand awareness nationwide
- Responsible for campaigns, trade shows, executive events, advertising, sponsorships, and partner programs

Account Executive, WE Communications (1997-2000)

- Managed public relations activities for Microsoft's Business Solutions Group, responsible for retail, supply chain, manufacturing, engineering, energy, and hospitality industry outreach
- Worked closely with senior executives to provide communications counsel, develop industry themes and messaging, and drive key announcements, events, and news opportunities

EDUCATION

Bachelor of Arts in Communication Studies, University of Puget Sound

CONTACT

4347 NE Wistaria Drive
Portland, OR 97213
gregsorber@comcast.net
503.887.5848

SEVEN DISTINCTIVE SKILLS

1. Combining big picture thinking with meticulous attention to detail
2. Creating audience-focused copy that stimulates action
3. Developing content, brand, and marketing strategies
4. Distilling, simplifying, and conveying complex messages
5. Working with Fortune 100 companies and disruptive innovators
6. Writing for technical, business, and consumer audiences
7. Collaborating across multiple disciplines and stakeholders

SPECIALTIES

Case studies

Thought leadership articles

Product and solution materials

Blogs / web copy

Messaging

White papers / eBooks

Scripts

Sales enablement materials

Content, brand, and marketing strategies

References available upon request