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Presentation of professionals to opportunity

WRITING | EDITING | MARKETING COMMUNICATIONS | BRANDING

SUMMARY

Resumes/CVs	More than 2000 prepared
Workshops	More than 250 resume workshops presented
Dissertations	More than 70 doctoral dissertations edited
Articles	4 ghost-written articles in peer-reviewed journals published
Books	2 books including a 5-star book selling on Amazon edited
Market studies	2 internationally published market studies researched, analyzed, and written
Admissions essays	300 graduate school admissions personal statements/essays written
Proposals	More than 100 new product and new market proposals crafted
Research	More than 100 market research client projects conducted and reports prepared
Branding	Numerous branding projects involving concept strategy, and design created
Marketing	Promotional marketing materials: logos, websites, and other resources completed
Ventures	3 ventures led in prelaunch phases, principal business and marketing roles
Terminologies	<u>Online:</u> software apps, web content, social media, marketing, management <u>Industries:</u> professional services, finance, medical, healthcare, academic, arts, supply chain, engineered products, government, human services, venture capital

CAPABILITIES

Technical

MS Word, PowerPoint	WordPress, page builders	Interviewing	Transcribing
Google Suite	SEO/SEM	Survey research	Business Planning
Canva image editing	Social media	Technical editing	Data analytics
Writing/content	Market research, analysis	Style guides (APA, Other)	Data visualization

Knowledge / Processes

Project management	Coaching	Trend following	Business concepts
Workshop facilitation	Strategic positioning	Presentations development	Graphic design
Public speaking	Ghost writing	Website/online content	Marketing materials

Deliverables

Job transition coaching	Makeovers: online image	Taglines, soundbites	Email campaigns
Resumes, bios	Branding, naming	Style guides	Proposals
Letters	Messaging	Portfolio setup	Story Development
LinkedIn setup	Pitches, elevator speeches	Presentations	Case studies

EXPERIENCE: PROFESSIONAL SERVICES, MARKETING, AND BRANDING

Delta Strategies for Marketing, San Francisco Area—Benicia. Formerly in Los Angeles, 2000–Present
Business/Marketing Communications Consultant (Founder/Owner)

Provide career advancement and promotional services for employed professionals, solopreneurs, and freelancers, as well as startup services for founders and new venture teams.

Positioning for Opportunity in Careers: Job Changers, Freelancers, and Start-up Ventures

- Navigate the maze of possibilities to confirm viable business opportunities by evaluating match to user problems solved, competitive advantage, unique attributes, marketing issues, and growth projections
- Execute projects for professionals aspiring to career advance and change. Services include, resumes, cover letters, LinkedIn profiles, taglines, style, portfolios, stories, elevator speeches, and email notes
- Assist entrepreneurs in branding that includes naming, identity/styling, logo, website, marketing strategies, and launch campaigns

Presentations and Workshops

- Reach audience through visibility as organizer and leader of the meetup.com group “Resume Workshops San Francisco, Oakland, East Bay.” Presently use Zoom for twice-monthly workshops. Prior to pandemic most resume workshops were given at public libraries
- Focus on themes such as Become the Hero/Heroine of Your Resume; Moving Beyond the Resume Template; and Resumes that Get Attention and Get the Interview
- Present using formats that include small group clinics, labs, and makeovers for 6–8 participants in a forum-like setting. Deliver online and large groups presentations using slides, exercises, and Q&A

Contract Professionals and Business Start-Ups

- Researched and made recommendations regarding business feasibility and prospects. Projects included early versions of 3D printing, speech recognition applications, medical imaging devices, online eyeglass frame try-on business, and proximity sensors built into lamps
- Performed start-up and management roles for 3 long-term start-up projects:
 - Pioneered an employer-paid wellness venture. Clients were municipal police and fire departments, a national financial trading firm, bank, and large petroleum products company
 - Performed business, strategy, and marketing services for an online bakery for diabetics. Project entailed company naming, trademarking, brand identity, logos, pricing, shipping policies, and promotional materials, plus completion of an e-commerce website
 - Formed venture with a client: a for-profit oversight firm for philanthropists to verify compliance with donation terms by conducting on-site observations and inspecting audit records related to use of funds

Trends Following

- Identify trends and game-changing innovations by following media sources and industry influencers
- Focus on topics related to careers, marketing communications, branding, social media, public relations, SEO, software, marketing automation tools, web content, lead generation/conversion, text/image/video presentation, project management, and leadership

EXPERIENCE: WRITING/CONTENT, EDITING, AND OTHER PROFESSIONAL SERVICES

Ace Words Etc., San Francisco Area (Benicia), 2000–Present

Writer, Editor (Founder/Owner)

Consult on strategy, writing, and editing for students, academic professionals, and thought leaders who influence through publication, social media, and presentations.

- Develop and write graduate school applications including of personal statements, essays, and short-answer responses to accompany applications to graduate and professional schools. Students typically apply to medical, dental, pharmacy, law, management, psychology, and social services programs
- Consult on, research, and write academic articles in collaboration with author or as a ghost writer. Projects included articles published in peer-reviewed journals

- Write and edit on a variety of subjects. Projects have ranged from complex letters to editing of books. The scope of work includes research on technical topics and interviews with subject matter experts
- Edited the 5–star Amazon–listed book “When Hope Can Kill: Reclaiming Your Soul in a Romantic Relationship” by Lucy Papillon, PH.D. published by Everywhere Press and a self–published book by students as a business class project at Pepperdine University. Book was sold on Amazon

Loyola Marymount University, School of Education, Los Angeles, 2009–2013

Dissertation Editor

Designated as final approver of all dissertations with sign-off authority for doctoral candidates to proceed with publishing. Reviewed all dissertations for compliance with School of Education guidelines and “Publication Manual of the American Psychological Association (APA) style requirements.

- Performed light to heavy editing. Formatted manuscripts to comply with university and APA styles
- Assisted graduate students in using word processing software features

EXPERIENCE: CORPORATE CONSULTING, AND BUSINESS STRATEGY/MARKETING

Delta Strategies, Inc., Los Angeles), 1985–2005

Management Consultant

Core career in strategic business and market planning with emphasis on consulting projects for large technology companies. Evaluated the commercial viability of innovative products.

- Performed opportunity evaluation research, analysis, market projections, and made recommendations to large corporations attempting to diversify markets. Subjects included computers, software, lasers, speech recognition, high speed photography, digital imaging, and hardware components. Consulting clients included Intel, Eastman Kodak, American Medical Corp., Varian, Lockheed/Penn Central, Verizon, Xerox, and software, computer, and subsystem components companies
- Participated as a key member of the team that executed a large project for the U.S. National Science Foundation that analyzed 18 manufacturing industries to identify production steps that could be streamlined by automation. The purpose was to support proposals for government funding of manufacturing automation programs that could improve U.S. productivity
- Researched and completed 2 market studies published internationally by market research firm Frost & Sullivan. Subjects were programmable controllers and microcomputers in manufacturing

EDUCATION

Master of Science (M.S.)	Management. Concentration in Marketing UCLA Anderson School of Management, Los Angeles
Bachelor of Arts (B.A.)	Major in Music Lewis & Clark College, Portland, Oregon

MEMBERSHIPS

Leader/Organizer	Meetup.com group Resume Workshops San Francisco, Oakland, East Bay Presenter at San Francisco Public Library, Berkeley Public Library and Alameda City Public Library. Online since March 2020
Member	California Writers Club, Berkeley Branch
Member	East Bay WordPress Meetup.com group