

SUE GISKE

Visual Identity | Digital Marketer | Content Developer | Web Designer

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SUMMARY

Certified digital marketer and web designer who specializes in social media experiences. Extensive background in offline and online publishing. Help others build relationships with their audience through brand awareness in graphic design, web development, email, and social media marketing. Utilize aptitude in social platforms and trends to develop campaigns to drive consumer interaction. Brings fresh ideas, ambition, and eagerness to projects. Thrive on collaborating with enthusiastic people and love building new connections.

KEY SKILLS

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|------------------------------|-------------------------------------|------------------------|
| * Web Design | * Social Media Marketing | * Print Communication |
| * Visual Identity & Branding | * Waterfall and Agile Methodologies | * UX & UI |
| * Email Marketing | * Content Creation & Management | * Adobe Creative Suite |
| * WordPress and MadCap Flare | * Cross Team Collaboration | * Microsoft Office |
| * Video Presentations | * HTML and CSS | * Adobe Creative Suite |

PROFESSIONAL EXPERIENCE

Freelance - Digital Design - Gig Harbor, WA 2008 - Present

Elemental Health

- Landing Pages
- eBooklet
- Website Edits

Blissfully Elite Massage

- Visual Identity
- Marketing Plan
- Web Design

Forget Me Not Florist

- Logo
- Video

Communications & Marketing Coordinator - Online & Offline channels, Salish Cancer Center, Fife, WA, September 2019 – May 2020

Optimized and restructured web content on **WordPress**, improving **customer experience** by 70%. Increased **social media** presence by 95% by implementing a **social media marketing strategy**. Created a **marketing plan** based on market research findings and **Google Analytics**. Developed and designed a **branding style guide** to keep consistency across communication channels. Designed and socialized monthly wellness class through **social media and email campaigns**. Monitored audience behavior to **market content** through **Google Analytics**. **Managed** internal and external communication programs that included separate newsletters, business to business, business to customer literature. Implemented Telehealth product using Doxy.me and created **workflows** to accommodate an internal technical divide so cancer patients can be seen virtual during the COVID-19 pandemic.

Content Manager/ Editor – Seller Support Editorial Team, Amazon, Seattle, WA, December 2016 – June 2017

Managed and edited seller support content. **Edited** marketplace content by following Amazon's **branding** guidelines in the use of **voice and tone**. Collaborated with **cross-functioning teams**; program managers, legal, and software developers from the time of edits to publication by following an agile process using JIRA. Reduced document process timelines by 40%. Managed document content from **multiple product management teams**, on several different **platforms** such as **DITA, XML, HTML, and CSS**.

Contract Technical Writer - User Assistance Team, GoDaddy.com, LLC., Kirkland, WA, August - October 2016

Worked directly with product and field **teams** to develop technical **documentation** that describes complex products in a natural and intuitive way to improve the **customer experience**. Supported product marketing **team** by creating **user** support help documents. Authored 20+ help articles to assist customers with GoDaddy's

Managed WordPress product. Published content on GoDaddy's own **content management system** using **HTML** and **CSS**.

Content Manager – Data Governance, ELMS prototype, Providence Health and Services, Seattle, WA, August 2015 – April 2016

Managed content for PH&S internal search engine project. **Created project logo** and designed **web interface** for ELMS prototype. Built **CSS** to match the need of the project. Created weekly **web development** builds in MadCap Flare. Imported and exported content for expert and peer reviews. **Managed** projects and served as a primary liaison between internal **teams** to ensure clarity of goals and adherence to deadlines.

XT9 SDK Technical Writer, Nuance Communications, Seattle, WA, August 2012 - May 2015

Technical Writer for XT9 Software Development Kit for both Alpha and Chinese **teams**. **Managed** and **edited** API and implementation guides for OEM customers. **Streamlined** technical writing operations resulting in improved timeframes. **Edited** high-level design and low-level design, and release notes for software updates meeting rigorous **deadlines** using MadCap Flare. **Drafted, revised, final** content for all 8 technical contributors on multi projects. Qualifying rigorous **deadlines** consistently.

Technical Requirements Project Manager, T-Mobile USA, Inc. Bellevue, WA, July 2008 – May 2012

The **liaison** between OEMs and T-Mobile **Subject Matter Experts** (SME) for the duration of the concept and design phase of new **products** and devices supporting product **marketing** team. Facilitated requirement **negotiations** between T-Mobile's SME and OEMs. **Spearheaded** annual technology reviews for new and existing features, severs and enablers. **Managed** requirements (Statement of Compliance) for 26 new mobile devices annually. Organized workflow of 6 **cross-functional teams** of SMEs for all T-Mobile devices including concept, design, development, and testing. Created a process to reduce **workflow** timeframe by 40%.

EDUCATION

Bachelor of Arts - Communications, University of Washington, Tacoma, WA, December 2019

Social Media Marketing- Certification, Pierce College, Puyallup, WA, December 2018

AA - Multimedia & Web Development, Tacoma Community College, Tacoma, WA, June 2002