

SUE GISKE

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SUMMARY

I am a driven Senior Marketing Specialist. I hold an entrepreneurial spirit with a background in project management. I am a creative thinker and problem solver with strong analytical skills to design marketing programs. I am adaptable to work independently yet thrive in a changing environment committed to learning new things.

HIGHLIGHTS

- Design high-quality graphics, landing pages, and websites. I am proficient in using various web content management systems; HTML, CSS, WordPress CMS, MadCap Flare, HubSpot, and WIX.
- Skilled in computer applications such as Microsoft Office 365, Word, Excel, PowerPoint, Google Suite. Design programs; Adobe Creative Suite, Photoshop, InDesign, and Canva
- Email Marketing nurturing (automation) campaigns using services like HubSpot, Mailchimp, and Constant Contact
- Digital Marketing: Write blogs, create infographics, prepare for webinars,
- Project Management Skills: tracking goals and planning assignments using Asana, Trello, JIRA, and Monday.com project management tools
- Implement channel marketing automation programs to nurture new leads using Buffer, Hootsuite, HubSpot, and Later

EXPERIENCE

Waldron CPI, Seattle, WA

Hybrid

Digital Marketing Specialist 02/2022 – Present

Waldron CPI is an The specific scope of work include: (1) marketing support of our executive membership Group event and programs overall marketing improvement; (2) content management & design for Waldron's social media presence, blogs, and email nurturing using both HubSpot and CVENT CMS; (3) digital promotional needs of the practices and (4) support head of marketing to advance long- and short-term strategy and tactics in a collaborative and adaptable way to meet emergent demands of stakeholders and clients. Services/Responsibilities will likely include, but are not limited to:

- Event Management
- Social Media Marketing
- Email Marketing
- Blog Development & Improvement

Creative Circle, Seattle, WA

Remote Digital Marketer

12/2020 – 12/2021

As a content strategist, a contractor for the Seattle-based biotech company, NanoString assists with the client services and product marketing team —project management for several digital marketing projects. In addition, I worked independently to create integrated marketing content dedicated to the web with attention to detail professionally.

- Generate leads through social media platforms and various email programs. A part of grassroots efforts in the strategic thinking for the GeoScript Hub web content using competitive UI for both B2C and B2B marketing using WordPress CMS
- Designing landing page and A/B testing creative digital design projects to gain insight into development plans as well as improve search engine optimization efforts
- Collaborate: Assist with cross-functioning teams to keep brand marketing plan intact and foster internal relationships
- Preparing digital marketing campaigns for product launches in various social media outlets optimizes to engage the audience with the user experience (UX) in mind.

*Salish Cancer Center, Fife, WA
Strategist 9/2019 - 12/2021*

Remote Digital Marketing Communications | Content

Salish Cancer Center is a non-profit organization serving the cancer community with a startup culture. One wears many hats due to its limited budget —hired to redesign its digital presence to increase revenue and design digital marketing campaigns and copy.

- Proposed cost-effective creative solutions that included offline channels within 30 days of starting this position to the target audience to help improve the company's brand awareness.
- Coordinate with financial services to kick off the internal newsletter and improve office communications.
- I have updated the company's written communication with the customer usability in mind using Keyword Research and data-driven competitive analysis and Google Analytics, SEO resulting in improved results of 70% increase in WordPress CMS website visits.
- Led the brand strategy efforts to optimize a 95% increase in traffic in the social presence of Salish Cancer Center.
- Channel marketing to the following platforms: YouTube, Facebook, Instagram, and Google with search engine marketing (SEM) for tracking purposes
- Promote inbound marketing programs for monthly wellness classes and unique events, reporting an 80% increase in conversion with email campaigns and social media channels within three months using an editorial calendar.

*Amazon, Seattle, WA
12/2016- 06/2017*

Associate Editor Contractor | Seller Editorial Support Group

Amazon has ~5M Sellers in about 12 markets representing approximately \$12B on product sales. The Seller Editorial Support Group curates and translates marketing and advertising content to help sellers drive traffic, branding awareness, and engagement on Amazon's marketplace.

- Manage the end-to-end Content Editorial workflows of multiple projects, including reviewing, editing, and adhering to Amazon's marketing brand guidelines on different communication tools: DITA, XML, HTML, CSS, and software coding. Proficient in Amazon's homegrown CMS systems.
- Organizational skills: Improved the delivery of numerous editorial projects in a fast-paced environment by 40%, enhancing communications using the project management cloud software Jira across multi-cultural sales teams.
- Responsible for proofreading and copyediting marketplace content collaboratively with other teams (Product, Engineering, Marketing & Legal) for approval.

*Providence Health and Services, Seattle, WA
08/2015 - 04/ 2016*

Associate Digital Designer | Sr. Project Manager

Providence Health & Services is the largest not-for-profit health care provider in Washington state, with more than thirty-five hospitals and living facilities and 20,000 employees. It also features a unique affiliation with Swedish Health Services in Western Washington.

- Hired as the lead creative to manage the User Interface of a new Internal Search Engine (ELMS) that will cross-reference patient and hospital data from seven different hospitals and databases
- Design a POC (Proof of Concept) web design using CSS and MadCap Flare Content Management Systems
- Managed the communications and content design of the project and served as the primary liaison among many cross-functional teams to keep the project on track

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