

## RESUME: ANGELA SUCICH

[asucich@hotmail.com](mailto:asucich@hotmail.com), [www.angelasucich.com](http://www.angelasucich.com)

Eight years of experience creating marketing-driven copy and editorial content for a range of clients and publications, with a special focus in the cycling industry. Experience marketing for a health-related business. Two graduate degrees in English.

## PROFESSIONAL EXPERIENCE

### Freelance Writer. 2002-Present

Expediently completed website, magazine and catalog writing projects. Interacted with business owners, marketing directors, editors and designers to devise solutions for individual clients.

### Copywriting Clients

#### [Cascade Designs, Inc.](#) 2009

- Created news releases and product fact sheets for the outdoor recreation equipment company.
- Wrote and edited website content for several product lines, including Therm-a-Rest mattresses, MSR camping gear, Platypus hydration systems, Tracks snowshoes and SealLine bags.

#### [Nadjadesign.com](#) 2010

- Created artist bio for soft goods and home décor company.

#### [AUA Design](#) 2009

- Edited website content for graphic design company.
- Improved UI and brand recognition by recommending design and layout changes for consistency.

#### [Hayman Sport](#) 2008

- Wrote mission statement and company bio for start-up technical apparel company.
- Developed simple and evocative style for website and dealer brochure to encourage targeted audiences to see themselves using the products.

#### [Serfas Optics](#) 2006-2008

- Created print catalog and website copy for performance optics company.
- Wrote copy for technology and product pages to balance the intellectual pull of clear, accurate information with the emotional appeal of vivid language.

#### [Serfas](#) 2005-2007

- Created catalog and website copy for cycling accessories company.
- Utilized casual and playful writing style to suit company goals.

#### [Bellwether](#) 2006

- Devised action-oriented branding message ("Live the Ride") featured in web and print media.
- Wrote supporting copy to communicate company vision to both industry and consumer audiences.

#### [Hayes Disc Brakes](#) 2007

- Edited technical/marketing spread ("Stroker Trail") for braking systems company.
- Rephrased technical information to clarify how specific features translated into enhanced function and improved user experience.

#### [Ventana Mountain Bikes, USA](#) 2006-2007

- Created website content and product copy for company producing custom bike frames in the U.S.
- Promoted brand uniqueness and company advocacy to boost recognition and build customer loyalty.

#### [Titec](#) 2002-2004

- Created and refreshed catalog and website copy for bicycle components company.
- Explained technological innovations in clear terms.

### Magazine and Web Publications

My Trail. *Bike*, 2010

7 Reasons. *Bike*, 2010

[Body Armor Beneath the Interstate](#). *Mountain Bike*. Sept 2009

[Mountain Bike Organizations Get Constructive in the Face of Adversity](#). *Bicycle Paper*, Apr 2009  
[637 words about Cappadocia, Turkey](#). *Mountain Bike*, May 2008  
[Big Air Therapy](#). *Mountain Bike*, Aug 2007  
[Northwest Passages: Lake Chelan, WA](#). *Mountain Bike*, Aug 2006  
[Airborne to Ride: British Columbia](#). *Bicycling*, Aug 2007  
[North American Handmade Bicycle Show 2008](#). *Bikemag.com*, Feb 2008  
[Puget Sound-off: the Word on the Street from Seattle's Bike Commuters](#). *Bicycle Paper*, Apr 2009  
[Tunnel Closures Mean the End of the Road for John Wayne Trail](#). *Bicycle Paper*, May 2009  
[Saints & Sinners Roadtrip](#). *MBR UK*, Feb 2006  
[Trails Too Hot to Ride: 25 Years After Mount St. Helens' Eruption](#). *Mountain Biking*, May 2005  
[Bike Review: Giant XO](#). *Mountain Bike*, Aug 2007  
[Bike Review: Maverick Matic](#). *Mountain Bike*, Jun 2007  
[Book Review: The Competition Bicycle, A Photographic History](#). *Bicycle Paper*, May 2009

### **Blogs and Social Media Content**

[Why Freelancers Should Stick Together—Even When Competing For Work](#). *Biznik.com*, Aug 2009  
[Voodoo Cycles Blog](#) (Contributed race reports to bike company blog)  
[Angelarides Blog](#) (Personal blog about cycling, racing and bike-related events)  
[Freelance Writing Blog](#) (Personal blog providing freelance writing tips and commentary)

### **Editorial Intern, Seattle Publishing. 2009**

- Wrote and edited content for three issues of *Bicycle Paper* and two annual 30-60 page booklets.
- Collaborated with editors on direction and production of multiple publications in areas of feature stories, imagery, formatting and design.

### **Communications & Marketing Specialist, Evergreen Chiropractic. October 2009-Present**

- Initiated strategic and tactical marketing plans to bring in new patients, grow relationships with local communities and create widespread brand awareness.
- Designed [company website](#), created and managed content.
- Created company blogs and managed company profiles on social media sites ([Facebook](#), [Twitter](#), [LinkedIn](#)) to communicate news and information about services, events and promotions.
- Developed marketing campaigns, ads and promotional materials and coordinated internal and external marketing events.
- Created systems for tracking client growth and new patient sources and for measuring return on marketing expenditures using Microsoft Excel.
- Doubled new clients within three months.
- Developed and maintained relationships with other health industry-related businesses (physicians, personal injury attorneys, acupuncturists, etc.) to increase patient referrals.

### **Writing and English Instructor. 1997-2008**

Designed and taught introductory and upper division college courses in writing and literature. Focused on teaching students critical thinking, logical reasoning, sound research and effective communication.

- University of Washington. Seattle, WA and Tacoma, WA. 2000-2008
- North Seattle Community College. Seattle, WA. Winter 2004
- Metropolitan State College of Denver, CO. 1999-2000
- University of Colorado, Boulder. 1997-1998

### **SKILLS**

Proficient in Microsoft Office, PC and Mac platforms, Filemaker Pro.  
Trained in CMS, AP and MLA styles.

### **EDUCATION**

Ph.D. Medieval Literature. University of Washington, Seattle. 2007  
M.A. English Literature. University of Colorado, Boulder. 1998  
B.A. English. Rollins College, Winter Park, FL. 1996

### **REFERENCES**

Upon request