

Susan Murphy

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Summary

- Business-to-business copywriter specializing in professional services and technology.
- Strengths include marketing collateral, sales enablement tools, and thought leadership materials—distilling complex topics into clear, compelling copy that aligns with corporate brand strategies.
- Team player who interfaces effectively with all levels of an organization, as well as with agencies and other marketing partners.
- A resource you can trust: upfront project pricing, consistent responsiveness, reliable delivery.

Experience

Susan Murphy Writing Services, Warrington, PA

Principal, January 2006 to Present

- Combine the investigative and writing skills of a journalist with the strategic mindset of a marketer to create high-quality sales and marketing deliverables—including sales enablement tools, thought leadership pieces, case studies, demand generation campaigns, web content, brochures and sell sheets, newsletter and feature articles, and multimedia scripts.
- Partial client list: Accenture (Chicago, IL), Aon Corporation (Hatboro, PA), Allied InfoSecurity, Inc. (Wayne, PA), Global Computer Enterprises (Reston, VA), Health Strategies Group (Lambertville, NJ), IKON Office Solutions (Malvern, PA), The Keane Organization (Wayne, PA), OnPath Technologies (Marlton, NJ), Pharmica Consulting (Oak Ridge, NJ), PMA Companies (Blue Bell, PA), and Thomas Jefferson University Hospital (Philadelphia, PA).

Launch International, Doylestown, PA

Communications Program Manager, August 2000 to December 2005

- Serving numerous clients—including EMC, HP, IBM, SunGard, Unisys, and a host of startups—developed and executed marketing and communications plans.
- Crafted targeted marketing messages for multiple audiences, including customers, partners, and employees.
- Wrote copy and oversaw production of results-oriented sales guides, direct-mail pieces, brochures, technical datasheets, executive white papers, and newsletters.

Unisys Corporation, Blue Bell, PA

Marketing Communications Manager, North America Public Sector, September 1999 to August 2000

- Ensured the quality, integrity, and consistency of all marketing communications materials targeted to state and local governments.
- Provided timely, informative communications to division employees and the Unisys community at large.
- Wrote, edited, and produced effective printed collateral to support sales and marketing initiatives.
- Managed public relations agency to ensure favorable coverage in targeted publications.

Marketing Communications Manager, Information Services Marketing, March 1997 to September 1999

- In an agency-like role, provided research, writing, and editing services to vertical market sector groups, horizontal programs, human resources, and other organizations within Unisys Information Services.
- Managed design and production of brochures, presentations, ad specialties, and other collateral materials.
- Wrote feature stories for employee intranet sites.

Market Research Assistant, June 1996 to March 1997

- Using electronic databases, library resources, and the Internet, answered questions from Unisys employees worldwide.
- Contributed feature articles to electronic employee newsletter.

Education

Ohio University, Honors Tutorial College, Athens, OH
Bachelor of Science in Journalism, *summa cum laude*
Specializations in English and Marketing

Community Involvement

- Volunteer, Kid Writing Program, Titus Elementary School, September 2009 to present
- Big Brothers Big Sisters of Montgomery County, 1997 to 2007