

SUSAN A. WOOD

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Education

Rosemont College
BA ~ Business Communications,
2010

Rosemont College
Certification in ePublishing, 2013
MA in Publishing
– Dec. 2015

Key Skills

Project Management

Website design and maintenance

Financial maintenance and analysis

Customer Service

Top level communication skills both verbally and written

Academic Honors

Alpha Sigma Lambda
Dean's List: 3.95 GPA
Phi Theta Kappa

PROJECT MANAGEMENT

Self-motivated individual who works well alone or as a team player while juggling multiple tasks and managing others simultaneously.

Management specialist with the skills and experience needed to organize and coordinate office operations, procedures and facilitate organizational effectiveness and efficiency on a daily basis.

Specific Skill and Technology Summary

Supervisory:	Management of internal personnel and outside vendors simultaneously.
Customer Service:	Excellent communication skills necessary to maintain a smoothly operated organization both internally and externally.
Software:	MS Office (Word, Excel, Outlook, Access, PowerPoint), Adobe Photoshop, Illustrator, InDesign, Dreamweaver, HTML, Various database management systems, QuickBooks, Peachtree

Job-Related Experience

'Lil Bit of Everything, PA	Consultant/Freelance, 1/2000 – Present
Stage Stormers, PA	Program Director, 1/2001 – Present (Seasonal)
Great Valley Publishing, PA	Circulation Manager, 1/2007 – 5/2008
Putman Media, PA	Project Manager, 1/2000 – 2001
Cahners, PA	Associate Circulation Manager, 8/1996 – 12/1999

Employment Highlights:

- **Marketing:** Creativity in developing innovative and cutting edge marketing, advertising and promotional strategies utilizing the internet, telephone and direct mail campaigns.
- **Project Management:** Coordination of multiple projects occurring simultaneously by internal staff and outside vendors. Prioritizing tasks while meeting deadlines and maintaining budgets on a consistent basis. Recognize and adjust accordingly for potential problems.
- **Communication:** Strong written and verbal communications skills with confidence, organization, flexibility and motivation. Ability to improvise, come up with alternate scenarios during difficult situations and provide guidance as needed and know when to step back.
- **Customer Service:** Ensure the organizations work is held at an exemplary level to satisfy their customer's need while maintaining corporate policies and procedures.
- **Internet Presence:** Website design and maintenance, broadcast e-mail marketing, social networking and extensive internet researching.

Fully functioning off-site office • Available for Full-Time & Contract Assignments

Susan A. Wood
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My strengths include being a self-motivated person who works well alone or as a team player while juggling multiple tasks at the same time as managing others. I have excellent interpersonal skills, am detail oriented and analytical with outstanding PC skills.

PROFESSIONAL EXPERIENCE

‘LIL BIT OF EVERYTHING 2001 – present

Project Manager

Coordination of multiple projects occurring simultaneously by internal staff and outside vendors. Prioritizing tasks while meeting deadlines and maintaining budgets on a consistent basis. Recognize and adjust accordingly for potential problems.

- **Editorial Services:** Print Copy-editing, Website and Blog Copy-editing, Fact and Reference Checking, Proofreading
- **Composition Services:** Design and Multimedia (book, catalog, newsletter, press release, marketing flyers), Pagination/layout, Print & Electronic, Database and Document Management, Keying
- **Conversion Services:** eBooks (Kindle, Nook, ePub, Mobi Pocket, Adobe compatible), Data conversion (Document scanning, Data capture), Printable PDF and web compatible format
- **Digital Publishing:** Design, Management, and Distribution of online publications, Design/redesign website, and Website updates/maintenance
- **Professional Voice Services:** Voice Overs, Jingles, and Audio Book Recordings

GREAT VALLEY PUBLISHING CO., INC. 2007 – 2008

Circulation Manager

Direct and coordinate the circulation, fulfillment, promotion and marketing efforts for multiple business-to-business publications and one consumer publication in relation to the budget. Develop marketing plans, track and report circulation statistics to Publisher and CEO, responsible for strategic planning, program development and monitoring audit reports. Responsible for increasing the subscription database of the publications by devising and implementing various promotional activities including direct mail, telephone, e-mail and fax for all publications. Another area of responsibility included researching and managing list management within pertinent fields. Analysis of competitive statistics and formulating plans to stay ahead of competition.

BOLD GOLD MEDIA 1999-2007

Voice Over and Jingle Artist

Provide voice over and jingle work for radio commercials, also television commercials. Samples can be downloaded at <http://susanwilkinson.net/>

STAGE STORMERS 2001 – 2013***Program Director***

Provide overall leadership and direction of children's theater arts summer program. Responsibilities include the overall practical and creative interpretation of a dramatic script or musical score, taking into account the budgetary and physical constraints of production. This is accomplished by working closely with creative and production teams, the performers, and producer to create a performance which connects with the audience. Typical activities include, but are not limited to:

- Communicating and liaising with all parties involved, including actors, the creative team, the production team and producers
- Programming and budgeting
- Adapting a script to fit various class situations
- Breaking down a script, analyzing and exploring the content and conducting relevant research
- Translating and interpreting a script or musical score
- Conducting auditions for productions, selecting and hiring teachers, choreographers, etc.
- Managing time and organizing people and space
- Coordinating and attending production meetings with directors
- Scheduling and conducting rehearsals
- Attending preview performances and preparing detailed notes for the cast and creative and production teams

Instructor

Produce, direct, audition and cast a production including children ages 5 – 15. This includes focusing on all the ins and outs of putting on a theater production; blocking, script-work, makeup, costuming, working with props, singing and dancing. The children successfully perform their individual productions at the end of the summer with all the skills learned.

PUTMAN MEDIA 2000 – 2001***Circulation Project Manager***

Responsibilities include coordinating new subscriber & renewal campaigns via direct mail, telephone, e-mail and fax for both controlled and paid publications by creating promotional pieces and managing outside vendors. Assist with circulation audits including working with internal and external auditors. Create cutting edge web-based and print marketing pieces including multi-media which boosted subscriber database.

CAHNERS BUSINESS INFORMATION (formerly: CHILTON PUBLISHING COMPANY) 1994 – 1999***Associate Circulation Manager*** August 1996 – December 1999

Prepare and maintain the circulation budget; circulation file and various publications marketing plans. Other duties include coordinating new subscriber & renewal campaigns via direct mail, telephone, e-mail and fax for both controlled and paid publications by creating promotional pieces and managing outside vendors. Prepare for circulation audits working with internal and external auditors. Assist circulation managers in training new and incoming circulation staff member with questions and problems. Create and maintain spreadsheets used as sales tools. Assist coworkers with procedural changes after the merger of Cahners and Chilton

Assistant Supervisor of Accounts Receivable 1994 - August 1996

Provide daily guidance and distribute workflow to 8 clerks, research and resolve cash application discrepancies, process agency commission and refund checks, monitor the General Ledger for posting discrepancies, prepare journals and reconcile multi-millionaire dollar accounts for other publishing divisions. Perform special projects as requested by upper management.

**REFERENCES FOR
SUSAN A. WOOD
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