

## Susan Brierly, M.A.

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[susanbrierly@att.net](mailto:susanbrierly@att.net)

post office box 345  
mendham, nj 07945  
t 973.543.6126  
f 973.543.4960



A corporate writer and creative director for over 20 years, marketing communications consultant Susan Brierly has developed Web sites, marketing proposals, sales brochures, newsletters, training materials, annual reports, direct mail, video scripts, executive speeches, advertising and other collateral for domestic and global organizations including Accenture, ADP, Allied Strauss, American Airlines, American Cyanamid, American-Standard, AT&T (GCIS, Consumer Products, Consumer Operations, SKYNET, EasyLink), Avaya, Avis, Avon, Bates Manufacturing, Bayer, British Airways, Budget Rent A Car, Carter-Wallace, Cigna, CIT, Collective Federal, Continental Airlines, Dell Computer, Delta Airlines, Disney Stores, Elite Airline Services, Ford Financial, Geotek, Global Solutions, Inc., Health Management Strategies, Inc., Hertz, Hunter Douglas, JetBlue, K. Hovnanian, Lucent, M&M/Mars, Marcal, Maersk, MasterCard, Merck, Merrill Lynch, Nabisco, National Association of Convenience Stores, National Automobile Dealers Association, Network Solutions, Inc., Novartis, Novo Nordisk, On-Board Media, Ortho, Parke-Davis, Pearson Learning Group, Prudential, Reebok, Roche, Skanska USA Building, Somerset Hills Learning Institute, Ultra Bancorporation, Verizon, Wainscot Media, Western Union Financial Services International, The Wharton School of Business, and Wyeth Consumer Healthcare.

Susan's work has received industry recognition including an Iris Award from the New Jersey International Association of Business Communicators (IABC).

Experienced in the areas of web development and search engine optimization, Susan has been a web writer and consultant for Wyeth Consumer Healthcare in Madison, N.J., since 2003; and for Avis Budget Group in Parsippany, N.J., since 2004.

In 2007, she embarked on a successful long-term assignment as senior editor and feature writer for NJ CEO Magazine, a 60-page, full-color Wainscot Media publication. In 2009, Susan began writing for New Jersey Monthly magazine (readership 500,000).

Susan received her M.A. in Marketing, with emphasis on Consumer Buying Behavior, from Webster University in St. Louis. She was graduated from Southern Illinois University with a B.S. in Communications/Public Relations after three years of study. She also attended the Southern Illinois University School of Journalism, and uses Associated Press writing style.

From 1987 to 1988, Susan was employed by Maritz Communications Company in Parsippany, N.J., as a Writer/Producer responsible primarily for development of marketing communications and training materials; print/video conceptualization and development; business meeting production; and proposal writing. Her clients included AT&T, Avon, Ford Financial and Nabisco.

In 1986, at the St. Louis-based Maritz Motivation Headquarters, she was Creative Supervisor on the AT&T Consumer Products account, structuring performance improvement programs, and developing brochures, proposals and video scripts. Susan also wrote and produced pre-trip and on-site communications packages for AT&T's prestigious Pebble Beach National Golf Pro-Am, as well as other pro-am and special events.

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Formerly, she was Supervisor of Marketing Communications for Maritz Inc., responsible for writing and producing employee communications; managing sales meetings, trade show activities and corporate events; and writing executive speeches. Previously, as a copywriter for St. Louis-based Vinyard & Lee Advertising, her clients included RCA and Rexall.

While attending Southern Illinois University, Susan was Promotion Director for WIDB Radio, and a Graphic Designer for WSIU-TV, a Midwestern PBS affiliate.

She was named a regional champion/national contender in the Public Relations Society of America's U.S. case study competition. Susan also was awarded both gold and bronze medals in Washington, D.C. for her public speaking presentation at the Intercollegiate National Speech Championship. She has been a public speaking coach and guest speaker for high school and college communications students.

Susan is a past Vice President of SWAN, New Jersey's Self-employed Writers and Artists Network. She was recognized with the 2002 SWAN Award for "Web Site That Best Communicates Its Message" for writing the National S.L.E. (Lupus) Foundation site. The annual SWAN Awards program is a juried competition honoring excellence in copywriting and design. Entries are judged by a panel of representatives from advertising agencies and corporate marketing departments in the New York/New Jersey area.

Additionally, Susan has held past board positions with the Mendham Junior Women's Club and other community service and educational organizations. Her long-time pro bono clients include the Jersey Battered Women's Shelter, the Paterson Food Pantry, the Sisters of Christian Charity, and the Mendham-Chester Anti-Drug Alliance. She is founder and president of the not-for-profit Mountain Colony Cultural Arts Society which affiliates itself with New York City musical artists and contributes proceeds to worthwhile initiatives.

Susan Brierly welcomes the opportunity to work with your organization as a marketing communications consultant and writer.