

# Susan Connell

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## Profile

Communications professional with extensive experience in marketing, public relations, digital media development, graphic design, visual arts, and various aspects of technology who also enjoys working in settings involving education and training. Special interest and expertise in social media, online/distance training and combining media with technology to creatively and effectively enhance understanding.

## Experience

### **VP MARKETING, ECODOG, INC., SAN DIEGO, CA; 2005-PRESENT**

- Lead strategic and tactical implementation of communications, promotion, multimedia, and training programs for cleantech start-up developing and marketing advanced home and solar energy monitoring systems.
- Created complete literature kits to familiarize potential customers and investors with the company's new technology.
- Oversee advertising and public relations efforts to achieve coverage in national trade, technical and general press as well as local print, online and broadcast media.
- Manage corporate web site, digital advertising, electronic newsletter and social media campaigns and respective analytics.
- Produce multimedia training, webcasts and documentary materials.

### **LECTURER/ADJUNCT INSTRUCTOR, SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA; 2005-PRESENT**

- Have taught five different media courses (typically 1 per semester) - on campus and online - covering visual presentation, web development, digital video, social media, animation, interactive exhibit design, technology for course delivery and related topics.
- Prepare and present live and asynchronous lectures and lessons using Adobe Connect, Macromedia Breeze, PowerPoint, Web sites, Listserve, Blackboard, podcasts, wikis, other technologies and blended approaches.
- Develop content-specific tutorials and job aids; perform course web site and grading database updates.

### **MARKETING COMMUNICATIONS CONSULTING (SELF-EMPLOYED), SAN DIEGO, CA 1998-2000 & 2002-2005**

- Responsible for design, development and launch of multimedia communications and product training plans primarily for high-tech clients specializing in power and energy-related products.
- Defined messaging needs and worked with clients to develop cost-effective PR, multimedia communications and product training programs.
- Developed marketing communications and product training programs using a variety of media including print, online, video and other multimedia components.
- Researched and wrote numerous technical articles and case studies about client products and technologies for publication and internal use, directed at technical, trade, and general audiences.
- Created graphic treatments, design templates, and technical illustrations for these and other documents including a paleontology textbook.
- Established relationships with numerous editors and analysts in technology trade press and local media to facilitate press coverage for clients such as ABB, Emerson, VYCON Energy, Ballard Power, Elgar, HP, and Anza-Borrego Desert State Park.

### **MARKETING COMMUNICATIONS MANAGER, METALLIC POWER; CARLSBAD, CA 2000-2002**

- Lead strategic and tactical implementation of communications, multimedia, and training programs for alternative energy start-up company.
- Created complete literature kits to familiarize potential customers and investors with the company's new technology.
- Designed, wrote and implemented corporate web site and intranet to facilitate internal communication.
- Directed public relations campaign that generated extensive coverage in national trade, technical and general press as well as local broadcast media - even though the company ultimately never launched a product.
- Produced (including scripting, staging, directing, shooting and editing) 11 short documentary and training videos using in house resources to save more than \$100,000 compared to outsourcing.

### **DELTEC/EXIDE ELECTRONICS (NOW EATON POWERWARE), SAN DIEGO, CA 1982-1997 (5 POSITIONS DETAILED BELOW)**

#### **VP MARKETING/CORPORATE COMMUNICATIONS (1994-1997)**

- Oversaw complete marketing, corporate communications, and product training operations for uninterruptible power system (UPS) manufacturing company including management of as many as 25 employees and budgets up to \$2.5M.
- Developed and implemented annual marketing plans comprising public relations, press tours, advertising, product training, collateral, video productions, web content, trade shows, sales incentives, product management, competitive analysis, and technical documentation.
- Contributed to winning corporate efforts for Deltec Electronics that increased worldwide sales from \$20M to \$130M
- Demonstrated notable success in creating name recognition for both products and company - validated by numerous industry awards (including PC Magazine Editor's Choice Awards), independent market studies and coverage in trade publications as well as local and national media.
- Received 100% positive ratings from my staff in corporation-wide anonymous employee satisfaction surveys.

**PRODUCT MARKETING MANAGER (1987-1991) AND DIRECTOR OF MARKETING (1991-1994)**

- Managed four- to eight-person marketing and technical publications departments and budgets up to \$1.2M.
- Involved in the development and launch of hardware, software and service products - including participation in product specification, research, appearance, competitive analysis, internal communication, training and promotion.
- Attained significant cost savings and expedited time-to-market through intelligent use of existing resources, in-house talent, integration of computer systems, and implementation of advanced desktop publishing techniques.
- Created and consulted on comprehensive communications and training programs for OEM customers such as Compaq, NCR (ATT), Unisys, HP, IBM and others.
- Worked closely with Engineering Department to define and develop specifications for products that best met customer needs. Provided engineering, marketing, and training documentation for development activities and customer proposals.

**TECHNICAL PUBLICATIONS WRITER/ILLUSTRATOR (1982-1985) AND SUPERVISOR (1985-1987)**

- Supervised and participated in the creation of technical manuals and other written and graphic support material.
- Employed strong technical skills and in-depth interviews with Engineering staff to generate all levels of hardware and software documentation as well as product specifications and technical proposals for power management product line.
- Established corporate style guide to assure consistent look and feel of product documentation that had previously been created in a piecemeal fashion.
- Supervised and mentored small entry-level staff to meet documentation needs of growing corporation.
- Implemented corporation's first use of automated documentation systems and intradepartmental networking.

**Education**

San Diego State University - Master of Arts in Education, emphasis in Instructional Technology/Multimedia  
 University of California at San Diego - Bachelor of Arts, Communications with concentration in Visual Arts  
 University of California at Berkeley - Attended, General Ed

**Certificates & Other Training**

University of California at San Diego Extension:

- Community College Instruction Certificate
- Coursework in Art, Graphic Design, and Creative Process

San Diego State University - Blackboard LMS Workshop Series

Massachusetts Institute of Technology - Certificate in Technical Communications

University of Oxford Discovery Programme Arts & Humanities Lecture Series - Certificate

American Photographer Magazine - Mentor Series Photography Workshop

National Association of Photoshop Professionals Seminars - Adobe Photoshop Training Workshops

**Technical/Digital Media Skills**

Advanced	Proficient
Adobe Photoshop	Final Cut Video Editing
Adobe Illustrator	Sound Editing (various programs)
Adobe In-Design Page Layout	ActionScript and Javascript
Adobe Acrobat	Cascading Style Sheets
Misc. Blogging & Social Media Tools	Basic HTML Programming
Dreamweaver Web Design	FileMaker Pro Database
Flash & GIF Animation	Microsoft Excel
Microsoft Word	Adobe Captivate and Camtasia
Microsoft PowerPoint	Authoring Tools
iMovie Video Editing	Quark Express Page Layout
Adobe Connect/Macromedia Breeze	Blackboard Learning Management
Online Training & Conferencing	System

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