

SUE POVEROMO

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PERSONAL STATEMENT

- ◆ Accomplished Copywriter and communications professional in Charleston, S.C., seeks opportunity to join a dynamic creative team in hometown of Richmond, Va.
- ◆ Gained valuable experience as a Writer, Communicator, Editor, Photographer and Media Relations Coordinator since joining a Charleston-based nonprofit seven years ago. Roots in Richmond as an Advertising Copywriter with Richmond Times-Dispatch before promotion to Media General parent company as Editor of the employee magazine.
- ◆ A writer who feels the wonder of words and wraps them in the right rhythm to be read or heard.

SUMMARY OF QUALIFICATIONS

- ◆ Copywriter with experience working collaboratively in creative groups to develop strategic, effective marketing and advertising
- ◆ Skilled listener, communicator and leader; respected contributor in brainstorming sessions and client meetings; also works well alone
- ◆ Experience developing creative solutions that support the mission and reach target audiences with key messages
- ◆ Handles multiple projects efficiently to achieve desired outcomes
- ◆ Versatile and innovative writer of headlines, body copy, campaigns, scripts and collateral for all communication platforms
- ◆ Strong proofreading skills - familiarity with AP Stylebook

CAREER EXPERIENCE

- Communications Editor** - LifePoint - Charleston, S.C. - 2005-present
- ◆ Established Communications Department for South Carolina's nonprofit organ, tissue and eye recovery organization. Four-person communication team works collaboratively to assess communication needs; brainstorms to develop creative solutions on time and within budget
 - ◆ Write Web content for www.lifepoint-sc.org and social media
 - ◆ Helped conceive theme and wrote the marketing communications for statewide "S.C.R.U.B.S." campaign; generated thousands of organ donor registrants among hospital staffs
 - ◆ Write copy for marketing, advertising, professional education, public education, sponsorships and all collateral materials
 - ◆ Write news and feature stories for print and online publications
 - ◆ Write educational, motivational content for LifePoint e-newsletters
 - ◆ Research and write annual reports
 - ◆ Photograph company events and assist with photo editing
 - ◆ Write and produce PowerPoint presentations
 - ◆ Developed and managed media relations

PRIOR
EXPERIENCE

- ◆ **Editor** - Media General, Inc. - Richmond, Va. - 1992-2005
(promotion from Copywriter at Richmond Times-Dispatch subsidiary)
Editor of The MG News employee/retiree magazine - circ. 9,500
Wrote and edited news articles and feature stories.
Led major redesign of the publication. Conducted subsequent peer review sessions for continuous improvement. Increased readability and reader involvement.
- ◆ **Copywriter** - Richmond Times-Dispatch - Richmond, Va.
Worked with in-house Creative Services team to conceive, write and produce ads and campaigns. Newspaper advertising clients included fashion retailers, real estate companies and automotive dealerships. Wrote scripts for sales and marketing development presentations.

EDUCATION
& HONORS

- ◆ **Bachelor of Liberal Arts - Communication**
University of Richmond (Va.) - Summa Cum Laude graduate
Student Commencement speaker for School of Continuing Studies
- ◆ **Influential Leadership Course** - The (Michael) Frisina Group
Completed the year-long course in Charleston, S.C. during 2011.
Developing behavior-based leadership skills to drive personal and business performance excellence.
- ◆ **\$2,000 Winner - 2011 "Thanks for Giving" Essay Contest**
First-place winner of a South Carolina gratitude essay competition co-sponsored by the Coastal Community Foundation and The Post and Courier.
- ◆ **Va. Press Association and IABC "Best in Virginia" Awards**
Won numerous writing, editing and publication honors while employed at Richmond Times-Dispatch and Media General.