

MIKE SULLIVAN

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SNP COMMUNICATIONS \ 2019-present \ Content Director

Content Creation

- Write and publish a sales-focused blog series that ultimately helped Oracle boost year-over-year sales growth by upwards of 10%
- Worked with Stripe to redevelop their mandatory, company-wide (~8,000 employees) compliance and financial crimes training
- Developed a comprehensive editorial calendar, change management communications, and training materials for DentaQuest's provider portal which we successfully rolled out to 20,000+ users
- Lead AI consultant for DentaQuest's government contract RFP process, working closely with SMEs to build compelling proposals
- Fully produced a prospective client webinar series for Nutanix including interviewing, scripting, speaker coaching, and direction
- Worked with Hyatt's legal and compliance team to revamp their focused improvement policy for all of their 1,300+ properties
- Worked directly with Bishop Ranch's CEO to develop a scalable pitch model to assist their post-covid strategy as they transform from office space to city
- Work directly with founders, c-suite executives, and VPs to craft presentations, pitch decks, and story banks
- Produce physical and digital assets including handbooks, eBooks, catalogs, and conference materials
- Create content across a variety of media—from podcasts and video scripts to blog series and newsletters
- Create written communications for thought leadership pieces, technical trainings, product collateral, and more
- Project manage and develop content for multi-faceted, large-scale internal meetings using a range of digital platforms
- Work with clients to simplify complex technical comms into digestible narratives, ultimately leading to higher adoption rates, stronger internal alignment, and scalability
- Develop content for change management including product launches and rebranding
- Pre-interview founders, script and direct [Think Like A Founder](#) podcast episodes with an emphasis on topical thought leadership in the business world
- Redeveloped SNP's brand voice across external communications including the website and sales catalog with an emphasis on consistency, simplicity, and humor
- Coach clients on content development

- Maintain a library of digital assets for research, sales, and coaching follow-up
- Established and maintain content and editorial standards for SNP’s social, web, and sales presence
- Highly experienced in Adobe Creative Suite as well as other publishing and design software like Affinity

Management

- Manage the *Think Like A Founder* podcast team, running pitch meetings and modifying editorial direction to generate leads and increase listenership, ultimately securing upwards of 20,000 downloads across six seasons
- Manage the newsletter team, increasing open rate and CTR by 30% and 5% respectively
- Project manage from proposal to execution
- Co-instruct communications classes such as Executive Presence, Content Development, and Business Writing, all emphasizing clear, memorable, and audience-focused content
- Train new team members to support their work, grow their writing ability, and prepare them to own customer-facing projects of their own
- Developed and teach an internal writing course covering topics from style guide best practices to writing with AI and prompt engineering
- Participate regularly in management training courses such as Presentation Skills, Influence Without Power, Delivering Hard Feedback, and Running Effective Meetings
- Develop relationships with a range of companies—from Save The Bay to Stripe
- Lead cross-functional communications projects that span global time zones

Collaboration

- Closely collaborate with marketing, designers, freelance writers, and L&D specialists
- Comfortable working virtually and in person, internally and externally
- Facilitate communications between vendors, agencies, contractors, and staff
- Collaborate with marketing team and communications director on strategic vision for both SNP’s and our clients’ editorial calendar

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FOUNDING EDITOR \ [Vernacular](#) \ present

- Facilitate outreach to emerging authors and MFA programs
- Field global submissions from a diverse pool of writers and read each with a discerning eye
- Work with authors—from new voices to established writers—on feedback and line edits to improve the impact of their pieces
- Design and write newsletters that consistently garner a 70% open rate and a 25% CTR
- Write web copy for SEO best practices

- Website management
- Manage relationships with schools, authors, and other independent publishers
- Keep abreast of the latest in small press and independent literary journals
- Currently working to expand the magazines arts section



FREELANCE WRITER \ present

- Emphasis on art criticism, travel, and non-fiction essays
- Research and fact checking

PORTFOLIO

- sullivanwriting.com



EDUCATION

- The New School \ MFA Creative Writing \ 2017–2019
- New York University \ BA Literature \ 2015–2017
- Northeastern University \ Studio Art and Art History \ 2012–2015



ENGIN VOLUNTEER \ present

- English tutor for Ukrainians affected by the war
- Lead book discussions