

MIKE SULLIVAN

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SNP COMMUNICATIONS \ 2019-present \ Director of Content

Editorial Process Management + Content Strategy

- Own and manage all aspects of the editorial process for our clients from the initial sale to final content deliverable
- Collaborate with subject matter experts and various stakeholders and contributors to ensure content meets the highest quality standards
- Direct in-house design and production teams as well as freelancers, vendors, and third party agencies on digital communications and physical content such as handbooks, eBooks, catalogs, conference materials, and other marketing assets
- Supervise in-house editing staff as well as freelancers, translators, and peer reviewers
- Responsible for adhering to budgets and timelines established with global clients
- Develop content across a variety of media—from podcasts and video scripts to blog series and newsletters
- 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, rebranding initiatives, and complex communications strategies
- Work directly with founders, c-suite executives, and VPs to craft presentations, pitch decks, and story banks
- Established company-wide adherence to style guides for consistency and quality
- Research and analyze current audience trends to inform thought leadership and strategic content direction
- Established and maintain editorial standards for SNP’s social, web, and sales presence

Content Creation Highlights

- Write and publish a sales-focused blog series that has ultimately helped Oracle boost year-over-year sales growth by over 7%
- 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
- Redeveloped SNP's brand voice across external communications including the website and sales catalog
- Pre-interview founders, script, and direct the [Think Like A Founder](#) podcast with an emphasis on topical thought leadership in the business world, securing upwards of 20,000 downloads across six seasons

Team Leadership + Project Management

- Manage internal content team, run pitch meetings, and coordinate overall editorial direction for our clients
- Manage newsletter team, increasing open rate and CTR by 30% and 5% respectively
- Spearhead product development initiatives—from style guides to neurodiversity frameworks—to increase product quality for both our editorial and training offerings
- Built and maintain a comprehensive customer reference sales portfolio
- Lead instructor for 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
- Project manage and develop content for multi-faceted, large-scale internal meetings using a range of digital platforms

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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
- 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
- Maintain website and Content Management System (CMS)
- 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 magazine’s arts section
- Google Analytics and HTML coding

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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

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ENGin VOLUNTEER \ present

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

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SKILLS

- HTML
- Adobe Creative Suite
- Google Analytics research
- CMS organization
- Presentation skills
- Core communications skills
- Relationship management
- Thought leadership