



www.suediaz.com

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A personal note

I've been a freelance writer for most of my career. That's why this resume, rather than chronicling positions I've held through the years, reflects instead the range of my work and skills. On any given day, I might be writing a blog or researching a story or developing an ad campaign. Freelancing has kept my work days interesting, and my resume unconventional.

Sue Diaz

W R I T E R

Copywriting and more

Copy. Content. Concepts.

Before opting to freelance, I was Creative Director at Chapman, Troast & Warwick, then the fifth largest ad agency in San Diego. My copywriting experience then and since includes:

- Print
- Web
- Blogs
- Radio and TV
- Email campaigns
- Landing pages

Types of accounts I've worked on:

- Retail
- Healthcare
- Technical
- Institutional
- Financial
- Travel

This past year I've ghost-written over 50 blogs for the president of a healthcare-related software-as-a-service company. And I've managed the business's Twitter account, as well — often linking tweets to the blogs. Since I started the blog, the number of the company's Twitter followers has grown by 9,506%. And the emails I've written for the brand have typically had a 30% – 40% open rate.

(You can find samples of my work on the [Services page of www.suediaz.com](http://www.suediaz.com).)

Related skills

For a variety of clients I've conceptualized, written, and created videos, landing pages, and web pages using:

- PhotoShop
- InDesign
- Premiere Pro
- After Effects
- Unbounce
- Wordpress
- Adobe Slate
- Adobe Voice

Columns, Essays and Features

Partial list of publications where my essays and features have appeared: Newsweek, Reader's Digest, Family Circle, Woman's Day, Christian Science Monitor, Child, Westways, Mountain Living, Hope, Los Angeles Times, San Francisco Chronicle, San Diego Union-Tribune

Books Authored

Minefields of the Heart: A Mother's Stories of a Son at War, Potomac Books, June, 2010
The Snake in the Spin Cycle: And Other Tales of Family Life, 1st Books, 2000

Creative Non-Fiction, Full-Length Narrative

Writer in the Women PeaceMakers Program at the Institute for Peace & Justice University of San Diego , Autumn, 2013, 2014, 2016

Awards

Pulitzer Prize nomination, Christian Science Monitor, 2007, for series on Iraq War
Numerous advertising honors, including Gold Awards from the Marketing Association of California

Best Series, Association of Opinion Page Editors

Independent Publisher Book Awards, Finalist – Humor, The Snake in the Spin Cycle

Best Humor Writing & Best Column, San Diego Press Club

Best Memoir, San Diego Book Awards

Best Humor Column, Parenting Publications of America (six times)

Silicon Valley Reads 2013 Selection (Minefields of the Heart)



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Teaching

Writing coach – University of San Diego, Women PeaceMakers Program, 2015
Writing Workshops for War Veterans, 2008 – 2012
Poway Unified Adult Education (Writing)
Cardinal Newman High School (English), West Palm Beach, Florida

Education

Florida Atlantic University, Boca Raton, Florida, MA – English
University of Wisconsin, Madison, Wisconsin, BA – English

What colleagues say

"As her editor, I found Sue to be diligent, punctual, and passionate in her work. Her copy was always top quality. Sue generously shared her knowledge, talents, and experience with fellow writers. She would be a tremendous asset."

- Claire Yezbak Fadden, Editor, San Diego Family Magazine

"Stellar writing. Diaz's prose is polished."

- Chuck Leddy, National Book Critics' Circle

"Sue Diaz is a disciplined and careful writer and this, ultimately, is where the power of her book (Minefields of the Heart) comes from."

- Jim Frederick, TIME Magazine

"Ms. Diaz combines the best professional skills with a personal passion for helping people give voice to their experiences through writing."

- Mary Curran-Downey, Journalist

References

April Lovecchio, Principal, The Lovecchio Agency
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