

# Suzanne Baran

UX Content Strategy, Digital Marketing, Branding & Copywriting Prowess

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## Summary

18+ years of telling stories, building brand equity and driving traffic, engagement and leads.

I tell brand stories by perfecting publishing processes, content creation, management, omnichannel marketing and driving leads, traffic, engagement, and growth by 25-50% in 6 months while improving SEO scores and ranks by 45%.

Successful engagements include Toyota, Intel, MGM Grand, Nationstar Mortgage, Capital Group, AT&T, Cisco, Sony, and Scottrade, among others.

During my extensive career, I have driven digital and content strategy (inbound) for the world's most beloved brands such as Yahoo!, DirecTV, FIJI Water, and other Fortune 500 and 100 companies. I help brands become better, more efficient publishers.

Some of my career highlights include managing / programming content for an audience of 189 million unique visitors per month worldwide for Yahoo's homepage. I exceeded impression totals for Yahoo's TV property to 18mil in three weeks!

Accolade:

#4 of The 100 Tech and Women Business Speakers You Need at Your Next Event (The NextWeb)

Speaking engagements:

Herding Cats: Mastering Content Governance at Information Development World, May 2017

Getting Leads Using Social Media Marketing at MLS Innovation Summit March 2017

Keynote on digital governance at Innovation Enterprise and panelist on Building Omnichannel audiences

- Two-time panelist at the Digital Growth Summit hosted by Microsoft
- Digital Entertainment World
- Guest presenter for Women In Technology on Content Marketing for ROI.
- General Assembly host and seminar co-leader on Blogging for ROI.

Podcast:

Content Matters on Brand Newsrooms

## Publications:

- American Express Open Forum “3 Must-Have Traits of a Content Marketing Leader”
  - HubSpot’s “15 Smart Marketers Share Insights on the Future of the Industry”
  - Content Hero, UK: “Top 40 Marketers in the World”
  - AdKnowledge: “23 Trendsetting Marketers”
  - Contently Magazine “Why Content Should Always Align with Brand Sales Goals.”
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## Experience

### Founder and Chief Strategist, Brand Manager and Copywriter

September 2010 - Present

Content Empress, Los Angeles, California

Founder & CEO, 9/2010 – present

Drive leads, traffic, engagement, and growth by 25-50% in 6 months while improving SEO scores and ranks by 45%. Provide exceptional lead generation and strategy for B2B and B2C companies.

### Associate Content Director (Consultant) at Saatchi & Saatchi (We Are Saatchi)

January 2018 - April 2018 (4 months)

Audit 11 of Toyota's digital properties - web, mobile, tablet and evaluate the platform redesign and CMS migration in progress. Align content strategy with the organization's content, multi-platform, and guest goals.

### UX Writer / Content Strategist (Consultant) at Capital Group | American Funds

March 2015 - August 2016 (1 year 6 months)

Successfully interpreted and synthesized data architecture and content structures, workflows, and system integrations to ensure effective solutions.

### Sr. Content Strategist (Contract) at SapientNitro

July 2013 - March 2014 (9 months)

Designed a digital asset management system for the world's largest casino, MGM Grand - 30 properties within 3 months. Executed content audit and strategy for Intel mobile's redesign.

Clients: Intel, MGM Grand

### Director, Content Strategy (Contract) at Saatchi & Saatchi

February 2013 - May 2013 (4 months)

### Content Strategy Lead (Contract) at The Wonderful Company

**September 2012 - February 2013 (6 months)**

Managed all content production, asset gathering, information architecture, content development, approval and workflow processes, and digital experiences across multiple platforms.

**Content Marketing Manager (Consultant) at YP, The Real Yellow Pages®**

**January 2012 - September 2012 (9 months)**

Created and managed entire content marketing plan and strategy for AT&T Advertising Solutions digital properties.

**Content Strategy Lead and Copywriter at Publicis**

**January 2011 - January 2012 (1 year 1 month)**

Created Content Strategy department, deliverables, and upsold services for business development.

Clients: Bethesda Softworks: BRINK the game, Cisco, Accenture, TBN (Trinity Broadcast Network), VMWare, Skype, AVG, TakePart Media: Contagion the film.

**Content Strategist & Copywriter at Brighter Collective**

**2010 - 2011 (2 years)**

Implemented content development strategies across mobile and Web, while working to define content workflow processes.

Clients:

Scottrade

Loma Linda Medical University

St. Helena Recovery Center

Sony (Skyline film)

**Sr. Content Manager**

**September 2009 - September 2010 (1 year 1 month)**

\$33 million in annual revenue - California Psychics, a leading advice service.

Spearheaded and managed overall content marketing strategy (quadrupled blog traffic from 80K/month to 500K PVs/month) inside of one year. Increased newsletter open and click through to highest rates (opens 7-8% of 3.5 mil subscribers, CTR: 74-95%)

**Executive Marketing Producer, Celebuzz**

**November 2008 - April 2009 (6 months)**

Highlights:

- Increased PVs to nearly 1 mil per day from 380K since my arrival

- Provided highest ranking content feature RPattz Watch and programmed content according to metrics from Omniture heat maps and Google Analytics.

### **Content Strategist, Front Page at Yahoo**

June 2007 - November 2008 (1 year 6 months)

#### Achievements:

- Exceeded ad impression totals in less than 1 month from 846K to 18 mil by implementing content ideas and landing page strategy for Y! TV.
- Packaged videos, webisodes, The 9 - a web show, Nissan Live Sets shows and more.
- Blogged original content and maintained posts on Yahoo Music: 'As Heard On.'

### **Web Producer at The Hollywood Reporter**

April 2005 - May 2007 (2 years 2 months)

### **Tech Web Editor/Writer at DIRECTV**

September 2003 - July 2005 (1 year 11 months)

Created and published technical how-to scripts for customer service agents to advise customers on programming and troubleshooting their satellite receiver boxes.

Implemented UI idea for customer service reps -- icons replacing verbiage for main Web menu ease of navigation.

### **Reporter Inside Market Data at Incisive Media**

2001 - 2002 (2 years)

Wrote, reported, researched, and edited content targeted to financial software companies and experts: namely Monis, Sun Microsystems and others.

### **Associate Editor**

December 2000 - March 2001 (4 months)

Wrote news stories and editorial commentary for a consortium of technology-themed web and print publications for audience of savvy investors. Delivered daily news pieces on e-commerce, m-commerce, Internet-industry news, and tech stock movement under stringent deadlines.

### **Staff Writer**

March 1998 - March 2000 (2 years 1 month)

Began as intern, promoted twice from Editorial Assistant to Staff Writer for financial trade publication.

### **Freelance Banner Ad Copywriter**

January 1998 - March 1999 (1 year 3 months)

Wrote pop-up and banner ads for a high-profile financial services company / client while I was a full-time college student.

Assistant at John Wiley and Sons  
1995 - 1996 (2 years)

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## Education

Pepperdine University Graduate School of Education and Psychology  
Marriage and Family Therapy/Counseling, 2018 - 2020

New York University

MA, Copyediting and headline writing, 2001 - 2001

Activities and Societies: English Honors Society

Yeshiva University

Journalism, English, 1994 - 1998

Activities and Societies: English Honors Society, Cultural Arts Editor of The Observer and member of ladies' fencing team.

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[Contact Suzanne on LinkedIn](#)