

# Sally Sisson

+44 (0)7555 966470 | London NW3 5TH  
email: [sally@sallysisson.com](mailto:sally@sallysisson.com) | web: [sallysisson.com](http://sallysisson.com)  
twitter: [@sallysissoncom](https://twitter.com/sallysissoncom) | linked in: [sallysisson/](https://www.linkedin.com/company/sallysisson/)

## **copywriter + content writer | content editor + copy editor | content strategist + consultant**

- Editorial and creative director turned independent content specialist
- Skilled at crafting clear, engaging, on-target content for a range of clients and audiences
- Broad experience in publishing, marketing and communications – spanning digital, print and social media

## **clients + sectors**

### BIOTECH | HEALTH & MEDICAL | TECHNOLOGY

Analog Devices • Discovery Education • Elsevier Health • *Fast Company* • Lumin Solar • MIT *Technology Review* • Sunovion Pharmaceuticals • *Test & Measurement World* • Trionia

### BRAND MARKETING + DIGITAL AGENCIES

EYMER Brand Laboratories + Think Tank • Jack Morton Worldwide • FORGE Worldwide

### BUSINESS PUBLISHING

*Fast Company* magazine • Inc.com • MIT *Technology Review*

### CORPORATE + MARKETING COMMUNICATIONS

London Realty International • Lumin Solar • Sunovion Pharmaceuticals • CHEN PR • Trionia • Stone + Company • Corporate Telephone Inc • Wells Fargo Bank • Women's Solution Group

### EDUCATION MARKETING | ACADEMIC COMMUNICATIONS

Elsevier (Medical Education) • London Business School • CIEE (Council on International Educational Exchange) • Hall Pass Marketing (University of Virginia, Darden Business School Executive Education Program) • Hired Pens/Whiteboard Higher Education (Dean College, Dean School of Continuing Studies) • Inly School • Keating Associates (Anna Maria College, Sacred Heart University, Catholic Academies of Bridgeport, Notre Dame High School, Riverbend School, Barrington Christian Academy) • MIT Professional Education • Pearson Education • Scholastic Professional • Wellesley College

### EDUCATIONAL CONTENT | CHILDREN'S MEDIA

Animal Planet • Discovery Education • DK Multimedia • Cengage | National Geographic Learning (ESL) • Scholastic Professional • SubwayKids.com • TogetherCounts.com | Healthy Weight Commitment Foundation • Turnstone Publishing (Woods Hole Oceanographic Institution, Harvard-Smithsonian Center for Astrophysics, Smithsonian Tropical Research Institute) • Walden Media • Reader's Digest (ESL) • Responsible Flushing Alliance

### TRAVEL + INFORMATION GUIDES | BOOK PUBLISHING

ACCESS Guides (Access Press, now owned by HarperCollins) • Boston Sidewalk | Citysearch • CityGuide • Compass Maps | PopOut Maps • DK Eyewitness Travel Guides • DK Time-Life Books

## freelance projects ([samples](#))

### **ELSEVIER | Health Education • London (2020—)**

Writing and editing whitepapers and blogs for [medical education publisher](#).

### **LONDON BUSINESS SCHOOL | Digital Learning • London (2018—)**

Copywriting and copy editing for e-learning courses, digital projects and [learning technologies hub](#).

### **LUMIN • Charlottesville, VA (2021—)**

SEO copywriting for [solar energy industry blog](#).

### **RFA: Responsible Flushing Alliance • Seattle, WA (2021—)**

Creative direction, copywriting, and content development for independent, nonprofit trade association. Developing [educational content](#) and environmental curriculum for California public school system.

### **CIEE | Council on International Educational Exchange • Portland, ME (2015–2021)**

Copywriting and copy editing content for web pages, landing pages, email marketing campaigns, brochures and direct mail for [CIEE](#), a world leader in international education. Content strategy and structural content editing for redesign of [Global Navigator](#) unit of website.

### **KEATING ASSOCIATES • Worcester, MA (2011–2017)**

Copywriting and editing content for brochures, websites, fundraising, direct mail, email marketing and print/radio ads for a range of private schools and universities for [academic branding and marketing communications firm](#). Content strategy and SEO for client websites.

### **SUNOVION PHARMACEUTICALS • Marlboro, MA (2013–2016)**

Writing and copy editing news articles, executive profiles, and internal comms for [global pharmaceuticals company](#). Editing news content for employees in US, Europe and Japan.

### **SCHOLASTIC PROFESSIONAL • New York, NY (2015–2017)**

Rebranding project: Content strategy for redesigned website focused on teachers and professional development. Concept development, messaging framework, taglines and copywriting. Writing content for [Scholastic Professional](#) website; copywriting for brochures, catalogs, sell sheets and other marketing collateral for teachers and school administrators.

### **DISCOVERY EDUCATION • Silver Spring, MD (2004–2016)**

Devising creative ideas for content marketing initiatives. Writing and editing copy, long-form content and curriculum-based lesson plans for [Discovery Education](#) websites and print collateral.

Developing branded content websites in partnership with Microsoft, SMART Technologies, CDW-G, [Scotch/3M](#), Clorox, Elmer's, Progressive Insurance, XPrize Foundation, [U.S. Dept of Energy](#), FEMA, [Waste Management](#), the [Ad Council](#), and other national organizations.

### **HEALTHY WEIGHT COMMITMENT FOUNDATION • Washington, DC (2013–2019)**

Writing branded content and curriculum for [Together Counts](#), a major CEO-led initiative comprised of 250 U.S. [corporations and national organizations](#), e.g., General Mills, PepsiCo, U.S. Soccer Federation, [United Way Worldwide](#), American Heart Association, YMCA, U.S. Army, [Special Olympics International](#), Boy Scouts and Girl Scouts of America, and [Virgin Pulse](#).

### **SUBWAY Kids™ | JACK MORTON WORLDWIDE • Boston, MA (2012–2013)**

Copywriting and content development for creative online kids' games and activities for SubwayKids.com, part of SUBWAY Restaurants®. Developed all content for Random Acts of Fitness for Kids™ campaigns for schools across the U.S. Devised content marketing campaign promoting SUBWAY Fresh Fit for Kids™ meals and [Disney/Pixar](#) movies and TV shows, including Monsters Inc., Phineas and Ferb, and Frankenweenie. Developed games and creative content for tie-in campaign with [The Nature Conservancy](#).

## permanent jobs

INLY SCHOOL • Scituate, MA

**Communications Associate** (2004–2009)

- Wrote and edited internal communications, news stories and marketing copy for Communications, Admissions/Enrollment and Development projects for [independent school](#).
- Coordinated media relations and wrote all press releases for school news and events.
- Later served as freelance consultant (2012–2017), in charge of SEO, website content migration and content management, as well as event publicity, news writing and blogging.

DORLING KINDERSLEY LTD • London, UK

**Copy Editor** (1992–1994)

- Edited content for multimedia projects including digital [DK Eyewitness Encyclopedias](#).
- Copy edited, proofread and “Americanized” the *World Reference Atlas*, *The Way Things Work* CD-ROM and content for several [DK Eyewitness Travel Guides](#) and DK Time-Life Books.

SMART Creative Services | PACIFIC BELL DIRECTORY • San Francisco, CA

**Creative Director** (1991–1992)

- Ran 60-person digital publishing group comprised of Editorial, Design, Cartography and Production departments. Supervised department heads and liaised with corporate Product Managers and Marketing Managers. Oversaw annual budget of \$2.5 million and production of customized magazines (ACCESS Pages) for 100+ markets in California (circulation: 36 million).
- Elected to Pacific Bell Directory ([PBD](#))’s Council of Leaders, 1991 and 1992.

**Managing Editor** (1989–1991)

- Built, staffed and managed start-up Editorial Department of 17 researchers, writers, copy editors and proofreaders. Supervised successful delivery of on-time, on-budget editorial content for ACCESS Pages publishing project.
- Received PBD President’s Exceptional Achievement Award, 1990 and 1992.

ACCESS Guides | T.U.B. | Richard Saul Wurman Design • San Francisco, CA

**Copy Editor, Editor** (1987–1989)

- Coordinated editorial review, copy editing and proofreading for T.U.B. (The Understanding Business), an information-design / guidebook publishing company.
- Copy edited the ACCESS Pages, T.U.B.’s project for Pacific Bell Directory.
- Proofread manuscripts for the [ACCESS Guides](#), an international travel book series.
- Selected by client after expiration of agency contract to lead in-house editorial group.

AMERICAN MEDIA INC • San Francisco, CA

**Executive Assistant** (1986–1987)

TEST + MEASUREMENT WORLD MAGAZINE | Reed Elsevier • Boston, MA

**Features Coordinator** (1984–1985)

## education

STANFORD PROFESSIONAL PUBLISHING PROGRAM | Stanford University, Palo Alto, CA

SIMMONS COLLEGE, Boston, MA | B.A., Communications