

# sally sisson

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writer + editor + project manager | content marketing | print + web + social media  
former copyeditor | editor | managing editor | creative director

## clients + specialties

### ADVERTISING + MARKETING COPYWRITING

Jack Morton Worldwide (SUBWAY® Restaurants + SUBWAY Kids)  
• FORGE Worldwide (Partners Healthcare)

### BUSINESS PUBLISHING

Fast Company • Inc.com • Kogan Page Publishers

### CORPORATE COMMUNICATIONS

Sunovion Pharmaceuticals • Corporate Telephone Inc • Pacific Bell Directory •  
Trionia • Wells Fargo Bank • Women's Solution Group

### EDUCATION COMMUNICATIONS

Hall Pass Marketing (University of Virginia) • Inly School • Keating Associates  
(Riverbend School, Notre Dame High School, CT, Sacred Heart University) • MIT  
Professional Education • Pearson Education • Wellesley College

### EDUCATIONAL CONTENT | CHILDREN'S MEDIA

Animal Planet • Discovery Education • Dorling Kindersley Multimedia • Holly  
Hill Farm • 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

### TECHNOLOGY

Analog Devices • Discovery Education • Fast Company • MIT Technology  
Review • Test & Measurement World Magazine • Trionia

### TRAVEL+ENTERTAINMENT

ACCESS Guides • Boston Sidewalk | Citysearch • CityGuide • Compass | PopOut  
Maps • DK Eyewitness Travel Guides

### GENERAL PUBLISHING

America's Test Kitchen Books • Harvard Common Press • Reader's Digest

## freelance | ongoing + long-term

SUNOVION • Marlborough, MA (2013–present)

<http://www.sunovion.com/>

Writing internal communications features for newsletters and intranet, and corporate communications projects for international pharmaceutical company.

INLY SCHOOL • Scituate MA (2011–present)

<http://www.inlyschool.org/>

Writing web content, blog posts, press releases, news articles and handling SEO and web content management for independent school.

DISCOVERY EDUCATION • Silver Spring, MD (2004–present)

<http://school.discoveryeducation.com/>

Writing marketing copy, long-form content and curriculum-based lesson plans for websites and print collateral. Writing blog posts and tweets for social media tie-ins. Content development for websites developed in partnership with Microsoft, SMART Technologies, CDW-G, Scotch/3M, Elmer's, Progressive Insurance, XPrize Foundation, U.S. Dept of Energy, FEMA, Waste Management, the Ad Council, etc.

M.I.T. TECHNOLOGY REVIEW • Cambridge (2003–2005)

<http://www.technologyreview.com/magazine/>

Fact-checking, research and copy editing for business/technology magazine.

FAST COMPANY MAGAZINE • Boston (1995–2000)

<http://www.fastcompany.com>

Fact checking, research and copy editing for national business magazine.

WALDEN MEDIA LLC • Boston (2002–2003)

<http://www.walden.com/education>

Writing and copy editing series of books on films, published by Scholastic.

DORLING KINDERSLEY INC • London (1993–1994)

<http://www.dorlingkindersley-uk.co.uk/>

Content writer and copyeditor for multimedia projects.

## permanent jobs

INLY SCHOOL • Scituate MA (2004–2009)

<http://www.inlyschool.org>

Communications Associate

Writing and copyediting for digital newsletter, website and internal and external marketing communications materials at independent school. Writing all press

releases and handling media relations. Copywriting and illustration for auction catalogs, playbills and event communications.

PACIFIC BELL DIRECTORY | SMART Creative Services • San Francisco  
Creative Director (2/91–7/92)

Managed SMART Creative Services, 56-person digital publishing group. Supervised Editorial, Design, Cartography and Production dept heads and all operations. Oversaw annual budget of \$2.5 million and production of the ACCESS Pages, a customized 4-color community magazine for directories in 100+ markets in California (circ: 36 million). Directed redesign of product, which resulted in dramatic increase in usage figures. Scripted and directed multimedia presentations. Elected to Council of Leaders, 1991 and 1992; received President's Exceptional Achievement Award, 1992.

Managing Editor (6/89–1/91)

Hired and supervised 17 researchers, writers, copy editors, fact-checkers and proofreaders to produce 100+ ACCESS Pages products annually. Established process, procedures and editorial style guidelines; created new product features. Received 1990 President's Exceptional Achievement Award.

ACCESS PRESS | T.U.B. | Richard Saul Wurman Design • San Francisco  
<http://www.wurman.com/>

Copy Editor

Editorial and research review, copyediting and proofreading for information-design firm owned by TED Conference co-founder. Focused on Pacific Bell Directory's "ACCESS Pages," based on ACCESS Guides travel books. (9/87–6/89)

AMERICAN MEDIA INC • San Francisco

Executive Assistant

(2/86–9/87)

TEST + MEASUREMENT WORLD MAGAZINE | Reed Elsevier • Boston  
<http://www.tmworld.com/>

Features Coordinator

(5/84–5/85) Promoted after 4-month stint as production assistant

## education

STANFORD PROFESSIONAL PUBLISHING PROGRAM

Stanford University, Summer 1990

Art director of first-prize-winning magazine prototype

SIMMONS COLLEGE, Boston, MA

B.A., Communications (Concentration: History + Government), 1984