

Sally Sisson

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- **Content editor** with 20 years of experience in content marketing, publishing, design and communications—spanning print, digital and social media
- **Content specialist** skilled at brainstorming, creating and editing branded content and on-target messaging for a range of clients and sectors
- **Creative copywriter + storyteller** adept at gauging just the right voice, tone and style; and crafting engaging content for a range of clients, companies and customers

Clients + Sectors

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

Scholastic Professional • Sunovion Pharmaceuticals • CHEN PR • Trionia • Stone + Company • Corporate Telephone Inc • Wells Fargo Bank • Women's Solution Group

EDUCATION MARKETING | ACADEMIC COMMUNICATIONS

CIEE (Council on International Educational Exchange) • Hall Pass Marketing (University of Virginia, UVA 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) • 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)

TECHNOLOGY | BIOTECH

Analog Devices • CHEN PR • Corporate Telephone Inc. • Discovery Education • *Fast Company* magazine • MIT *Technology Review* • Sunovion Pharmaceuticals • *Test & Measurement World* • Trionia

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

SALLYSISSON.COM • Boston, MA + London, UK

{ Branded Content + Content Marketing }

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.
- Blogging for Discovery websites and crafting social media posts for marketing campaigns.

HEALTHY WEIGHT COMMITMENT FOUNDATION • Washington, DC (2013–2016)

- 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 [Phineas and Ferb](#), [Monsters Inc.](#) and [Frankenweenie](#).

{ Other Sample Projects }

CIEE | Council on International Educational Exchange • Portland, ME (2015–present)

- 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](#).

SUNOVION PHARMACEUTICALS • Marlboro, MA (2013–2016)

- Writing and copy editing news articles, executive profiles, and both internal and external communications for [global pharmaceuticals company](#).
- Editing news content for international audiences.

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

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

Permanent Jobs

INLY SCHOOL • Scituate, MA

Communications Associate (2004–2009)

- Brainstormed concepts, wrote and edited news stories, content 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, CA 1990

SIMMONS COLLEGE, Boston, MA

B.A., Communications, 1984