

Cheryl Smith

Creative Business Writer with 20 Years of Marketing Experience

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Self-starting, persuasive writing professional with corporate and agency experience.
Valued for targeted, multi-channel content that drives relationships and sales.
Reputation for creativity, flexibility, dependability, and can-do attitude.

Skills

Marketing Strategy ● Inbound Marketing ● SEO Content ● Branding & Messaging ● Sales Support
Brochures ● Web Sites ● Case Studies ● Press Releases ● Proposals ● Social Media ● Presentations

PROFESSIONAL EXPERIENCE

Freelance Writer

Self-employed, Vienna, VA, 2010—Present

- Created branded sales materials across multiple communication channels.
- Wrote SEO content for web sites that perform higher in Google results.
- Launched SEO newsletters that promote customer unity and referrals.
- Wrote SEO press releases that improve industry awareness and pick-up.
- Developed real-world case studies with decision-forcing results.
- Wrote winning proposals for small business federal consulting opportunities.
- Created email campaigns that brand awareness, loyalty, and trust.
- Increased Social Media presence and interaction via Facebook and LinkedIn.

Marketing and Communications Manager

CGI, Fairfax, VA, 2005—2010

One of the largest independent IT, business process services companies in N. America.

Defined and executed marketing strategy for public sector ERP software and services.

- Improved brand awareness and client interest through consistent sales messaging.
- Improved lead generation through email marketing, webinars, and event marketing.
- Wrote winning proposal content, executive summaries, overviews, references.

Senior Marketing Specialist

CGI, Fairfax, VA, 2003—2005

- Improved lead generation, enhanced competitive analysis, wrote targeted content.
- Increased industry recognition through analyst relations, presentations, and case studies.

National ERP Proposal Manager

CGI, Fairfax, VA, 2000—2005

- Advised on winning capture strategy, coordinated virtual team, wrote winning content.
- Improved response time with searchable content, best practices, and online collaboration.

Knowledge Management Manager

CGI, Fairfax, VA, 1996—2000

- Improved sales lead generation and response time with branded, tailorable, reusable content via online portal.
- Improved customer support response time with knowledge capture and self-help online portal.

Other Employment

- Customer Support, CGI, Fairfax, VA, 1992—1996
- Script Analyst, Source Theater, WDC, 1989—1995
- Coordinator, GWU Law School, WDC, 1989—1992
- Directing Consultant, Writers Realm, WDC, 1990—1997

Highlights

Improved Google Search Results

Published, Sports “N Spokes Magazine

Wrote CGI “Best Fit Integrator” Award, Center for Digital Government, won 4 years in a row

Key writer in winning large, public sector proposals

Best practices that improve content capture

ERP lead-generating email marketing

Author support, *Dear Esther*, Holocaust Museum Premier

Nominated Best Director, NewWorks Theater, Source Theater

Education

Bachelor of Arts, GWU Washington, D.C., 1989, Theater and Communications

Tom Sant, Creating Persuasive Business Proposals

Shiple Associates, Writing Winning Sales Proposals

Corporate Visions, Messages that Matter

Corporate Board, Knowledge Management