

Susan Brierly, M.A.

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A corporate writer and creative director since 1980, marketing communications consultant Susan Brierly has developed marketing proposals, sales brochures, newsletters, training materials, annual reports, direct mail, video scripts, web sites, executive speeches, advertising and other collateral for both domestic and international organizations. Her work has received industry recognition including a 2005 Iris Award from the New Jersey International Association of Business Communicators (IABC).

Career clients include ADP, Allied Strauss, American Airlines, American Cyanamid, American-Standard, AT&T (GCIS, Consumer Products, Consumer Operations, SKYNET, EasyLink), Atochem, Avaya, Avis, Avon, Bates Manufacturing, Bayer, British Airways, Budget Rent A Car, Carter-Wallace, Cendant, Cigna, CIT, Collective Federal, Continental Airlines, Coopers & Lybrand, Dell Computer, Delta Airlines, Disney Stores, Ford Financial, Geotek, Global Solutions, Inc., Health Management Strategies, Inc., Hertz, Hunter Douglas, JetBlue, LeCroy, Lucent, M&M/Mars, Marcal, MasterCard, Merck, Merrill Lynch, Nabisco, National Association of Convenience Stores, National Automobile Dealers Association, Network Solutions, Inc., Novartis, Ortho, Parke-Davis, Pearson Learning Group, Reebok, Roche, Skanska USA Building, Squibb, Thomas Register, Ultra Bancorporation, Western Union Financial Services International, and Wyeth Consumer Healthcare.

Susan Brierly received her M.A. in Marketing, with emphasis on Consumer Buying Behavior, from Webster University in St. Louis. She was graduated from Southern Illinois University with a B.S. in Communications/Public Relations after three years of study. She also attended the Southern Illinois University School of Journalism, and uses Associated Press writing style.

From 1987 to 1988, Brierly was employed by Maritz Communications Company in Parsippany, NJ, as a Writer/Producer responsible primarily for development of marketing communications and training materials; print/video conceptualization and development; business meeting production; and proposal writing. Her clients included AT&T, Avon, Ford Financial and Nabisco.

In 1986, at the St. Louis-based Maritz Motivation Headquarters, she was Creative Supervisor on the AT&T Consumer Products account, structuring performance improvement programs, and developing brochures, proposals and video scripts. Brierly also wrote and produced pre-trip and on-site communications packages for AT&T's prestigious Pebble Beach National Golf Pro-Am, as well as other pro-am and special events.

From 1981 to 1986, she was Supervisor of Marketing Communications for Maritz Inc., responsible for writing and producing employee communications; managing sales meetings, trade show activities and corporate events; and writing executive speeches.

Previously, as a copywriter for St. Louis-based Vinyard & Lee Advertising, her clients included RCA and Rexall.

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While attending Southern Illinois University, Brierly was Promotion Director for WIDB Radio, and a Graphic Designer for WSIU-TV, a Midwestern PBS affiliate.

In 1979, she was named regional champion/national contender in the Public Relations Society of America's U.S. case study competition. In 1977, Brierly was awarded both gold and bronze medals in Washington, D.C. for her public speaking presentation at the Intercollegiate National Speech Championship. She has received numerous state and regional speech awards, and has been a public speaking coach and guest speaker for high school and college communications students.

Brierly is a past Vice President of SWAN, New Jersey's Self-employed Writers and Artists Network. She earned the 2002 SWAN Award for "Web Site Which Best Communicates Its Message" for writing the National S.L.E. (Lupus) Foundation site. The annual SWAN Awards program is a judged competition honoring excellence in copywriting and design. Entries are judged by a panel of representatives from advertising agencies and corporate marketing departments in the New York/New Jersey area.

Additionally, Brierly has held past board positions with the Mendham Junior Women's Club and other community service and educational organizations. Her long-time pro bono clients include the Jersey Battered Women's Shelter, the Paterson Food Pantry, the Sisters of Christian Charity, and the Mendham-Chester Anti-Drug Alliance. She is founder and president of the not-for-profit Mountain Colony Cultural Arts Society which affiliates itself with New York musical artists and contributes proceeds to worthwhile initiatives.

Susan Brierly welcomes the opportunity to work with your organization as a marketing communications consultant and writer.