

Resume / Sue Rose

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Objective: A part-time opportunity to use a variety of skills I gained over a deep career in Public Relations. At this time, that probably means writing, proofreading and editing content. I am open to tackle anything that arises, as I am a seasoned professional.

Summary: I have worked in the fields of Public Relations and Natural Health in agency, corporate, non-profit, and small business environments. I owned and managed two companies: High Vital Body, a nutrition and fitness consultancy, and Rose Public Relations. Among my published works are hundreds of feature-length articles (news and trade media), and the book, "Claim Your Best Body – *The Easier Way*" (Amazon). I enjoy working with like-minded people who place high value on the quality of their contribution to our world. I'm mature, reliable, self-motivated, energetic, and ready to jump in and get things done.

Experience:

- **2001-2020: Principal, Rose Public Relations.** Business development, client relationships, story mining, interviewing, presentations, research and writing, media relations, scheduling, creation and execution of editorial calendars, all administrative tasks. *Quality control, relentless follow-up, juggler of details, dedication to the project.* Writing samples: <https://suerosemosaic.com>.
- **1999-2001: Public Relations Director, Nehlsen Communications.** Held press conferences, wrote news wires and press releases, and worked with the media to obtain publicity for clients. Wrote broadcast spots, video scripts, feature articles, and collateral materials. Collaborative brainstorming with creative team. *Writing, editing, public speaking, creative ideation, collaboration, relationship building, and media relations.*
- **1997-1999: Director of Public Relations and Outreach, Motherwear.** Conceptualized, presented, and executed national breastfeeding outreach campaign applauded by National Healthy Mothers Healthy Babies Coalition, La Leche League International, and Office for Women, Infants, and Children (WIC). Executed the national campaign from concept to execution. Worked to write and successfully pass legislation in Massachusetts protecting the right of women to breastfeed in public. Acquired PR for the company, art-directed all campaign collateral, designed, wrote, and produced internal company newsletter. *Big-picture concept, consensus building, presentations, copywriting, design and art direction, media relations, never let a detail drop.*
- **Early: Public Relations Director, Utah Opera Company.** Elevated image and awareness of the opera company through all avenues of communication with the public and high net-worth donors. Engaged board of directors in strategic marketing and public relations goals. Solicited donated air time on television and radio stations, secured donated hotel rooms for visiting artists, supported the development department with design and writing of collateral materials as well as handling all PR and marketing projects. Wrote and directed broadcast spots, wrote and art-directed all print including direct mail, newspaper and magazine advertising, season brochures and program book. Conducted on-air interviews via radio and television. *Self-directed improvement of public-facing facets, relationship-building, creative problem solving, collaboration, management.*
- **Owner, Rose Graphics.** Sue won an Addy award for her graphic advertising and PR campaign for the Vero Beach Health and Country Club, including standout graphics for print and outdoor advertising and creative campaign with her tag line, "The Jungle Club". The club later adopted the name, Jungle Club, after achieving market dominance.

Speaking Engagements:

- **2017 - Associated General Contractors, Denver:** "How to Write an Award-Winning Narrative"
- **2011 - Colorado Human Resource Association, Denver:** "Shave Obesity Off Your Roster!"
- **2008-2017: Toastmasters International**