

# MIKE SULLIVAN

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**SNP COMMUNICATIONS \ 2019-present \ Content Director**

## **Editorial Process Management**

- Manage all aspects of the editorial process for our clients including scheduling, workflows, and timely delivery of content
- Work closely with subject matter experts and various stakeholders and contributors to ensure content meets the highest quality standards
- Direct in-house design and production teams as well as freelancers on digital and physical content such as handbooks, eBooks, catalogs, and conference materials
- Supervise in-house editing staff as well as freelancers, translators, and peer reviewers
- Responsible for adhering to budgets and timelines established with global clients
- Develop content across a variety of media—from podcasts and video scripts to blog series and newsletters
- Work with clients to simplify complex technical comms into digestible narratives, ultimately leading to higher adoption rates, stronger internal alignment, and scalability
- Develop content for change management including product launches, rebranding initiatives, and complex communications strategies
- Work directly with founders, c-suite executives, and VPs to craft presentations, pitch decks, and story banks
- Established company-wide adherence to style guides for consistency and quality

## **Content Creation Highlights**

- Write and publish a sales-focused blog series that has ultimately helped Oracle boost year-over-year sales growth by upwards of 10%
- Worked with Stripe to redevelop their mandatory, company-wide (~8,000 employees) compliance and financial crimes training
- Developed a comprehensive editorial calendar, change management communications, and training materials for DentaQuest’s provider portal which we successfully rolled out to 20,000+ users
- Lead AI consultant for DentaQuest’s government contract RFP process, working closely with SMEs to build compelling proposals
- Fully produced a prospective client webinar series for Nutanix including interviewing, scripting, speaker coaching, and direction
- Worked with Hyatt’s legal and compliance team to revamp their focused improvement policy for all of their 1,300+ properties
- Worked directly with Bishop Ranch’s CEO to develop a scalable pitch model to assist

- their post-covid strategy as they transform from office space to livable city
- Redeveloped SNP's brand voice across external communications including the website and sales catalog with an emphasis on consistency, simplicity, and humor
  - Pre-interview founders, script and direct the [Think Like A Founder](#) podcast with an emphasis on topical thought leadership in the business world
  - Worked with a local, Brooklyn-based printer to create a run of 150 hand-bound company handbooks

### **Project Management**

- Project manage and develop content for multi-faceted, large-scale internal meetings using a range of digital platforms
- Maintain a library of digital assets for research, sales, and coaching follow-up
- Established and maintain content and editorial standards for SNP's social, web, and sales presence
- Highly experienced in Adobe Creative Suite as well as other publishing and design software like Affinity

### **Team Leadership**

- Manage the *Think Like A Founder* podcast team, running pitch meetings and modifying editorial direction to generate leads and increase listenership, ultimately securing upwards of 20,000 downloads across six seasons
- Manage newsletter team, increasing open rate and CTR by 30% and 5% respectively
- Spearheaded product development initiatives to increase product quality for both our editorial and training offerings
- Co-instruct communications classes such as Executive Presence, Content Development, and Business Writing, all emphasizing clear, memorable, and audience-focused content
- Train new team members to support their work, grow their writing ability, and prepare them to own customer-facing projects of their own
- Developed and teach an internal writing course covering topics from style guide best practices to writing with AI and prompt engineering

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### **FOUNDING EDITOR \ *Vernacular* \ present**

- Facilitate outreach to emerging authors and MFA programs
- Field global submissions from a diverse pool of writers
- Work with authors—from new voices to established writers—on feedback and line edits to improve the impact of their pieces
- Design and write newsletters that consistently garner a 70% open rate and a 25% CTR

- Write web copy for SEO best practices
- Maintain website and Content Management System (CMS)
- Manage relationships with schools, authors, and other independent publishers
- Keep abreast of the latest in small press and independent literary journals
- Currently working to expand the magazine's arts section
- Google Analytics and light HTML coding

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## **EDUCATION**

- The New School \ MFA Creative Writing \ 2017–2019
- New York University \ BA Literature \ 2015–2017
- Northeastern University \ Studio Art and Art History \ 2012–2015

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## **ENGin VOLUNTEER \ present**

- English tutor for Ukrainians affected by the war
- Lead book discussions

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## **SKILLS**

- HTML
- Adobe Creative Suite
- Comfortable working with CMS systems
- AI prompt engineering