MIKE SULLIVAN

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I'm an editorial leader with extensive experience leading cross-functional teams to shape compelling narratives that align with brand architecture. I have a proven ability to drive content strategies, manage editorial workflows, and implement processes to enhance quality.

SNP COMMUNICATIONS | Sr. Copywriter, 2021-present | Copywriter, 2019–2021
SNP is an agency that partners with various industries from big tech like Google and Stripe to nonprofits like Save the Bay to produce strategic comms strategies including creative assets and management training.

Editorial Process Management + Content Strategy
– Own and manage all aspects of the editorial process for our clients from the initial sale to final content deliverable

– Work closely with SMEs, stakeholders, and executives to align on brand architecture and ensure content meets the highest quality standards

– Direct in-house design and production teams as well as freelancers, vendors, and third party agencies on digital communications and physical content such as handbooks, eBooks, catalogs, conference materials, and other marketing assets

– Collaborate with technical, comms, and social teams to ensure coherent and consistent language and narrative across messaging

– 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—to engage multiple channels and promote core value props

– 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 positioning for key product launches, rebranding initiatives, and 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 7%

– 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

– Pre-interview founders, script and direct the *Think Like A Founder* podcast with an emphasis on topical thought leadership in the business world, ultimately securing upwards of 20,000 downloads across six seasons

Team Leadership + Project Management
– Manage internal content team, run pitch meetings, and coordinate overall editorial direction for our clients

– Spearhead product development initiatives—from style guides to neurodiversity frameworks—to increase product quality for both our editorial and training offerings

– Lead instructor for 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

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EDUCATION

– The New School
 MFA Creative Writing
 2017–2019

– New York University
 BA Literature
 2015–2017

SKILLS

– Digital-First Workflow Optimization

– Content Management Systems

– HTML

– Adobe Creative Suite

– B2B and B2C communications

– Multi-country product launch comms

– Interpersonal and communication skills

– Cross-functional team management

– Process improvement

– Team training

– Cross-functional collaboration

– Style guide development

– Executive communications