

Kathy Sniezek

COMMUNICATIONS PROFESSIONAL/SENIOR WRITER

Northwest of Boston, MA

kathy.sniezek@gmail.com

978-302-2304 mobile

I enjoy working with businesses to articulate their unique value through meaningful communication. With in-depth marketing/PR experience and a knack for uncovering key messages, I help my customers deliver a relevant, interesting, and visually appealing story through traditional and social media.

Social Media

LinkedIn

LinkedIn connects me to people, companies, and insight on what matters in today's world.

@kathysniezek

I've shared insight, tips, and tools to help others engage and enjoy more meaningful communication.

Experience

Communications Consultant/Experienced Writer

Dunstable, MA
Jun 2008 - Present

REACTION Design Works

Here are a few examples of how I help clients:

Communications Consultant/Writer - VoIP telephony solutions provider

- Website refresh, news assets for web and social media
- Company is expanding its offerings into the Cloud
- Detail: write & post news and web content

Writer/Editor - market data solutions provider

- Website launch, 2 follow-on refreshes, numerous marketing/PR assets
- Company continues to increase revenues and headcount
- Detail: edit/publish news, data sheet, and Twitter content

Project Manager, Writer/Editor - forensic DNA/biotech consultant

- 2 website refreshes, 1 for relaunch - investigative services to new focus
- Company gained awareness as an established full-service provider
- Detail: write/edit website and promotional content

Campaign & Event Manager, Writer/Editor - aerospace startup

- Offline marketing/PR rollout for airborne surveillance startup
- Company gained exclusive distributorship, new customers & products
- Detail: wrote/edited marketing/PR assets; managed exhibit participation

Public Relations Manager

Chelmsford, MA
Jun 2004 - Jun 2010

Mercury Systems, formerly Mercury Computer Systems

- Managed PR specialist & PR agency; consistently earned press pickup
- Developed/executed PR strategy for corporate & business units
- Authored/edited customer, employee, press, shareholder comms
- Aligned internal and external messaging and touch points
- Developed thought leadership strategies - customer/shareholder circles
- Authored Twitter posts, corporate blogging policy to open more channels
- Initiated news monitoring system to improve industry/competitor visibility
- Improved op efficiency with standardized workflows for news/outreach

Marketing Project Leader/Collateral Development Manager/Copywriter

Chelmsford, MA
May 1996 - Jun 2004

Mercury Systems, formerly Mercury Computer Systems

September 2000 - June 2004

I managed dual responsibilities as Collateral Development Manager (see below) and Marketing Project Leader, a role created to capitalize on my project management skills to improve marketing operational efficiency.

- Produced/managed marketing programs with cross-functional team
- Authored overviews, data sheets, presentations, web, promo pieces
- Developed comm plans for co./tech. acquisitions and divestitures
- Co-produced co. meetings - creative themes & videos, presentations
- Improved comm launches/TTM with creation of Requirements Document
- Improved Marketing Comm workflow with project management system
- Created product/service brands with team; trademark evaluations

Public Relations Coordinator

Waltham, MA
Oct 1994 - May 1996

Mercer Management Consulting

- Edited/distributed news releases, Briefs, brochures, presentations
- Co-managed \$1 million corporate marketing budget
- Routed national press inquiries to key spokespeople

Corporate Communications Specialist

Burlington, MA
Aug 1987 - Oct 1994

Dynatech Corporation, now Acterna Corporation

- Authored employee newsletter, ads, and event material
- Edited/co-produced corporate brochures, press kits, shareholder reports
- Managed press, product, and shareholder inquiries
- Orchestrated shareholder meetings & CFO press/analyst road shows
- Created/chaired environmental committee, launched paper recycling

Industry Recognition

Industry Recognition - Marketing Campaigns

APEX Awards for Publication Excellence, Web Site Content, Marketing Plans; and Marketing & Sales Campaign for integrated product launch and industry exhibition

Industry Recognition - Independent Film

The Container, a silent short film I co-produced, was named Official Selection for the 2007 Festival de Cannes, the 2007 Long Island Film TV Foundation Festival, and the 2007 S.N.O.B. (Somewhat North of Boston) Film Festival - you can view the trailer and film at <http://vimeo.com/31558686>

Education

Northeastern University

Boston, MA

Extensive studies in Marketing, Public Relations,
Communications, and Business
Communications and management courses through American
Management Association, PRSA, other organizations

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