



Su-Jit Lin | Storyteller

Long Island • New York
Portfolio: www.SuJitLin.com • Contact: sujit.lin@gmail.com

- Write
- Read
- Feel

Summary

Hard-working, high-energy, award-winning multidisciplinary writer with both agency- and client-side experience in branded content, branding and identity establishment, corporate communications, advertising, marketing, content strategy, recruitment, CRM, digital agency campaigns, multimedia scripting, and creative direction.

Experience

Communications Manager

Farmingdale, New York

Travel Impressions

An Apple Leisure Group and KKR/KSR Holding

10/2013 – Present

STAR recipient award, granted to only the top 3% of performers companywide and internationally

- Promoted post-acquisition and provided copywriter direct report to create professional messaging for four distinct groups while preserving their brand voices: TI, AEV, The Villa Experience, and ALG combined brands; reports to VP, Marketing
- Launched, ran, and served as in-house influencer for the org's highest-earning co-op plan offering, the #OnLocaTion social media takeovers, managing support teams on- and off-site and PR relationships to ensure its success
- Concepted the #WeekendLearning Series, a co-op content program sold to hotel suppliers at zero cost to TI
- Pitched and wrote researched content on short turnaround for unfunded branded content listicles, TI's Top Ten
- Provided sponsored blog posts/advertorial for various trade publications, delivering strategic content in an organic style
- Established the voice of the brand, creating editorial and style guidelines for language, tone, style, and key associations, as well as creative direction contributions that helped shaped the company rebrand and refreshed identity
- Concepted, scripted, directed, and acted as front-facing talent for video and audio projects as a brand personality
- Created promotional and program nomenclature and identities for new launches; supplied all necessary marketing collateral from the ground up (Cuba, Impress Me Deals, Dedicated Vacation Flights, eDocs, Voucher-Free Travel, etc.)
- Supported C-level executives plus Marketing, Sales, Call Centers, and Operations teams by providing ghostwriting services; sales and trade show PPT decks; marketing strategy and collateral for promotions and new-to-market products; confidential internal and external communications; multi-channel communication campaigns (*Travel Weekly's* Readers Choice Awards, *TravelAge West* WAVE Awards); press blitzes; and other ad hoc services while managing project pipeline
- Acted as press secretary and speechwriter for the president; TI's primary PR liaison; and editorial and social media lead
- Owned and oversaw production of six to eight regularly scheduled internal and external publications from content strategy, layout, and research to copywriting, editing, and managing distribution channels
- Spearheaded a companywide update to all marketing collateral to set heightened QA standards and content quality through projects like researching and writing copy for 200+ destination for 16 print catalogs in less than a year
- Authored the organization's first-ever editorial style guide, compiling common trade and company language guidelines and verbiage as well as more general reference points

Copywriter

Farmingdale, New York

Travel Impressions

An American Express® Company

1/2013 – 10/2013

- Contributed \$55-65k to marketing budget PTI of \$4.6M as managing editor for Travel Impressions and American Express Vacations monthly agent newsletters, fulfilling marketing tactics by crafting compelling copy/headlines to elevate tone and drive bookings while trafficking all process stages
- Designed and distributed monthly field sales team PowerPoint presentation decks for the TI, AEV, and AAA brands via Salesforce, ensuring consistency of focus and message to increase targeted sales
- Provided proofreading, copy editing, ghostwriting, and copywriting support to the Director, Marketing Communications across diverse media channels, including internal and external tactics
- Collaborated across Destination, Promotions and Marketing departments to draft knowledgeable, effective communications, such as new product brochures, online promotional copy, and incentive program collateral

Senior Copywriter

Islip, New York

L.F. O'Connell Associates

Full-service integrated advertising agency

9/2010 – 1/2013

- Conceptualized advertising campaigns with art and creative directors to create effective, award-winning marketing strategies, branding reinforcement pieces, identity creation, and campaigns for luxury brands such as The Macallan and schools like NYU-Poly, St. John's University, Stony Brook University, Iona College, and Success Academy Charter Schools, among others
- Wrote collateral content at tremendous volume across various media channels, including comprehensive viewbooks, brochure copy, postcards/mailers, print advertisement, video/radio scripts, storyboards, microsites, out-of-home advertising, email campaigns, PPC ads, and websites
- Notable results: Doubled average response and CTR for renewed ecomm campaigns for St. John's within six months; surpassed client goals for applications by nearly 10%, with more than 60% of the goal met halfway through the Success Academy campaign; successfully completed The Macallan Holiday Handbook tumblr launch within three days to highly positive response and significant media pick-up; garnered over 19 awards for the agency, including Best of Show for the Higher Education Marketing Report show and MarCom Awards



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Senior Project Manager & Content Strategist Bohemia, New York	Lounge Lizard Worldwide <i>Boutique interactive digital agency</i>	7/2009 – 8/2010
<ul style="list-style-type: none"> • Increased sales by providing copywriting as a service offering, drafting SOWs and contracts, and crafting case studies and branding elements like company taglines, Flash animation headlines and promotional material • Defined identities and boilerplates for emerging or rebranding clients • Improved company process, workflow and client relationships by singlehandedly managing all communication, timelines, estimates, budgets, accounts receivable/billing and status and a master production calendar to effectively allocate in-house and freelance resources • Proactively addressed queries, expectations and asset-gathering for all company clients (up to 55 simultaneously; budgets from \$5K-\$259K), including Canon, Cynthia Rowley, Honeywell, Loop-Loc, Motorola, and Nicolock 		
Food Editor & Copy Editor New Orleans, Louisiana	Where Y'at Magazine <i>Gold Standard Award-Winning regional pub</i>	3/2008 – 6/2009
<ul style="list-style-type: none"> • Proofread all articles for grammar, punctuation, spelling, and proper word usage; line-edit magazine content for accuracy and flow under tight deadlines; assist in-house with monthly layout and final changes to stories • Increased readership and community consciousness for the monthly Food News column, utilizing news blasts, press releases and industry insider information to write engaging stories in a uniquely conversational voice • Pitched and composed locally relevant features and general editorial, as well as food industry-related events 		
Project Coordinator & Account Manager New Orleans, Louisiana	Mudbug Media <i>Leading web design agency</i>	8/2007 – 5/2009
<ul style="list-style-type: none"> • Tracked roster of 650+ Stryker healthcare physician marketing projects from conception to completion; reporting duties • Created the firm's first media kit; implemented a Google ad marketing plan which dramatically increased search engine presence, resulting in the highest spike in company history at the time 		

Publications & Clients (Highlights)

AAA Club Publications • American Book Publishers • *Edible East End* • *Edible Long Island* • Examiner.com • Femina Art Photography • Freshbrick Brand Builders • *Folks* by Pillpack • [Hungry? Thirsty? New Orleans!](#) • The Iron Tomato • K Street Partners • The Kitchn • Little Shelter • The Long Island Brunch Project • *Long Island Press* • *Long Island Pulse* • Longreads • *Louisiana Cookin'* • The Macallan • MediaCatalyst • *New Orleans Bride Magazine* • *New Orleans Weddings* • PlanetEye.com • Primal Strength New York/Primal Revival • Ravishly • The Reset • *Secondline News* • *St. Charles Avenue Magazine* • Success Academy Charter Schools • Thumb Labs • THRO by Marlo Lorenz • TravelPulse • *Where Y'at Magazine* • Widex USA • [Wise Guides: The Ultimate Fan Guide](#)

Skills

Software: Mac and PC proficient • MS Word, PowerPoint, Outlook, Excel • AppleMail • iCal • Adobe Acrobat and Professional • Facebook, Twitter, Pinterest, Instagram, tumblr, LinkedIn, Yelp • Firefox, Safari, Internet Explorer, Google Chrome • CMS, Blogger, WordPress, SharePoint • Anything else you need ... I'm a quick study.

Writing: formal English spelling, grammar and punctuation • long- and short-form copywriting • headline development • online and traditional research • editing • interviewing and reporting • AP and Chicago styles • style sheets/editorial style guides • standard proofreading markup • creative non-fiction, experiential/sensory, expository, informational, general copywriting • average of **91 wpm**

Marketing: traditional print advertising • online/digital and social marketing • integrated marketing • campaign development • promotional launches • branding and identity • program and product nomenclature • voice determination • content strategy • creative direction • recruitment campaigns • direct mail and email • product descriptions/catalog copy • OOH • ROP ads • storyboarding and scripting • B2B and B2C • corporate communications • RFP responses • creative and sales presentations • case studies • SWOT analysis • PPC • SEO and SEM • CRM • editorial management • public speaking • on-air and print spokesperson

Education

Tulane University New Orleans, Louisiana	BA History & English 3.64 GPA, <i>cum laude</i> graduate	12/2006
Columbia University New York, New York	Visiting/Katrina Student <i>Successful applicant for study</i>	8/2005