

**SUSAN MARDELE**  
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### **Versatile, Experienced Writer/Editor and Content Manager**

**Offering:** Whether it's a human-interest article, web content or a technology blog, my deep experience and the tenacity to research and follow through give you a smart, robust result.

**Accomplishments:** Researched, recommended and implemented a content management system that expanded capabilities, increased support and saved nearly 50 percent over the next six years.

- **Team player** – collaborated with 20+ departments to deliver web content.
- **Independent action** – sole website person for nine plus years with little supervision.
- **Dependable and motivated** – built trust with admins and implemented a new system.
- **Creative problem-solver** – created a user group to inform and motivate website admins.
- **Flexible** – learned four different content systems and trained admins as needed.

### **EXPERIENCE**

#### **Website Specialist: City of McKinney - 3/10 – 11/19**

North Texas city with 2019 population of nearly 190,000. Managed six city websites and 13 microsities, including training and supporting up to 85 users and starting a user group.

- Managed the City of McKinney's websites to award-winning levels.

#### **Writer/Editor/Content Manager: Word Art - 2/92 – 3/10**

Sole proprietorship specializing in content creation and web content management. Also provided voiceovers for a range of projects.

- Wrote editorial, B2B, health, technology and B2C content. Managed web content for Verizon for three years remotely on contract.

**Skills:** Enterprise systems, Word, Excel, PowerPoint, moderate Photoshop, moderate html, Word Press, content management systems, Google Analytics.

**Education:** Texas Woman's University – Bachelor of General Studies in English, Business and Art.

**Community:** Member of Mockingbird Poetry Society, North Texas Traditional Dance Society.

#### **Awards**

- **2019** – TAMIO Award of Excellence - Convention and Visitors Bureau website.
- **2018** – NAGW Pinnacle Award for Best Microsite/Special Feature and Sponsor's Award - Airport website.
- **2018** – AMCP Hermes Honorable Mention – Economic Development Corp. website.
- **2017** – NAGW Members' Choice award – redesigned main McKinney website.
- **2014** – NAGW Sponsor's Award – main McKinney website.