

Sue Attalah

Somewhere around
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IN A NUT SHELL....

I'm the "I'll figure it out" person. I always do. I'm referred to as tenacious because I am. I'm also a new mom and it's just reinforcing how important simplicity in communication is. Throughout my career, I've experimented in different forms of writing and content creation. I am also not limited to what you see. If it has anything to do with structure, words and user experience, I'm your person. I'm adaptable, a multitasker, and a team player. Get to know me.

PROFESSIONAL EXPERIENCE (this will hopefully persuade you I'm good at what I do)

Freelance

Copywriter/Content Strategist

Richmond, VA
Feb 2019 – Present

- Picking up projects here and there while being a mommy of two.

Capital One

Copywriter

Richmond, VA
Oct 2018 – Jun 2019

- Writer. Rewards and Referrals translator. Upmarket Crew. Persuasive email writer. (Good enough to get customers to use their rewards) Language tester. Always trying to make sure customers understand bank language and content as easy as social media.

Beamly/COTY INC

Content Strategist

New York , NY
May 2017 – May 2018

- Data Storyteller. Calibration winner. Article writing queen. Content Creator. Photoshoot maven. Adset hero. Consumer stalker. Nail enthusiast. Sally Hansen's go to for the latest trends and digital/content strategy.

IBM iX

Copywriter/Brand Consultant

New York, NY
Aug 2015 – Jan 2017

- Humanizer of technical language. Collaborated with UX strategists, designers, front and back end dev to create innovative experiences across a wide variety of platforms. Design Thinking certified.

Big River

Copywriter/Content Strategist

Richmond, VA
May 2014 – May 2015

- Social media personality for two different accounts. Assisted in branding retail spaces. Helped non profit organizations find their voices.

EDUCATION (THESE PEOPLE GAVE ME DEGREES)

VCU BRANDCENTER

Business of Branding Copywriting (May 2015)

Richmond, VA

VIRGINIA COMMONWEALTH UNIVERSITY

Mass Communications Public Relations (Dec 2012)

Richmond, VA

ADDITIONAL SKILLS (more tid bits)

- Storytelling, editing, social media, scripts, blogging
- Video editing, Adobe CS, data analysis
- Content strategy, strategy, presentations
- Language- Fluent Arabic, reading and writing; conversational Spanish

CREDENTIALS AND LICENSES (found this very useful and still do today)

- Design Thinking, IBM ix