



SUSAN GOSSELIN

PR EXECUTIVE, WRITER,
BUSINESS JOURNALIST

ABOUT

Seasoned communicator crafting messages that connect. To learn more, visit my website at gosselinpr.com.

PROFESSIONAL SKILLS

- Writing for digital and print
- Corporate comms strategy
- Senior leadership communication
- Internal/stakeholder communications
- Crisis communications consulting
- Media training for leaders
- Blogging
- Speech writing/presentations
- Event planning
- Social media content
- Reporting for publication
- Community relations
- White papers
- Writing and production for video, website, and collateral

CONTACT

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WORK EXPERIENCE

PRESIDENT

Gosselin PR, Carmel, Ind. | June 2015 to present

- Currently run a communications consultancy offering marketing/content writing services, communications strategy, event planning and more.
- Clients: George Mason University, Roche Diagnostics, dRae Media & Marketing, correspondent work for The Lane Report

PR DIRECTOR

Bose Public Affairs, Indianapolis, Ind. | May 2014 - June 2015

- Developed grass roots campaigns for clients needing crisis communications, public education on political issues or bills moved through the Indiana legislature.
- Clients: Hoosiers for Equal Access to Records, Indiana Hospital Association, Digital Advertising Alliance and many others

PRESIDENT

Gosselin Communications, Inc, Carmel, Ind..| January 2013 to May 2014

- Offered PR Consulting services, including managing major corporate events, writing extensive reports on data and digital health and helping Digital Relevance integrate PR into its SEO function.
- Clients: Roche Diagnostics, Lodestone Logic, Digital Relevance

CLIENT RELATIONSHIP MANAGER

Creative Action Digital, Tokyo/London | June 2012 to January 2013

- Contract position working full time at Eli Lilly's Indianapolis headquarters. Performed writing and account management duties for the agency as it developed educational apps for Lilly's international sales force. Contract ended upon the agency's sale to another international firm.

HIGHLIGHTS:

- Part of the grass roots comms team that helped get a bill passed in Indiana giving adoptees the right to their original birth certificate.
- Researched and wrote marketing messaging, kits and fact sheets for all 100+ degree tracks at of George Mason University's School of Education.
- Created copy for countless websites and content marketing pieces for small businesses and multi-national firms.
- Organized international Digital Health Summit and an global executive junket to Google Health for Roche Diagnostics, kicking off an effort that eventually resulted in the company becoming the first to offer an FDA-approved app to help patients manage their Diabetes.
- Coordinated all-day crisis media training program for CEOs of Appalachian Regional Hospital System prior to union negotiations.
- Edited, wrote for and managed production of bi-monthly national magazine for Columbia/HCA (300,000 circulation.)

PUBLIC RELATIONS DIRECTOR

Vest Advertising, Louisville, Ky. | May 2008 - May 2012

- Directed all PR projects for the agency, including national media, media training seminars, crisis consulting and brand work.
- Wrote extensively for agency's client base (primarily health care and home lifestyle & design) including website copy, press releases, community reports and more.

PRESIDENT

Gosselin Communications, Inc, Louisville, Ky. | June 2000 to May 2008

- Ran my own PR consultancy providing national media relations and writing services.
- Clients: GE Appliances, Schmitt Sohne Wines USA, The Lane Report

CORPORATE COMMUNICATIONS MANAGER

Lightyear Communciations, Louisville, Ky. | Dec.. 1997- May 2000

- Handled all communications for this fast growing Inc. 500 telecom company, including employee communications, community relations, external and trade PR.

PUBLIC RELATIONS MANAGER

Brown Forman Corporation, Louisville, Ky. | May 1996 - Nov. 1997

- Held responsibility for trade PR, management of a corporate magazine, and community relations for the company's North American Spirits Division.

ACCOUNT EXECUTIVE, PR DIVISION

The Buntin Group, Nashville, Tenn. | May 1993 - April 1996

- Wrote and managed publication of national Senior Friends magazine for Columbia/HCA Hospitals, handled project management and publicity for Baptist Hospital/Nashville and various other client projects.

PUBLICATIONS MANAGER

Ericson Marketing Communications, Nashville, Tenn. | Nov. 1989 - Apr. 1993

- Wrote all copy and provided project management for all this agency's long-format publications, including long brochures, corporate magazines, community reports, newsletters, advertorials and more.

EDUCATION

BACHELOR OF ARTS, MAJOR IN PROFESSIONAL WRITING

Wheeling Jesuit University, Wheeling W.Va.

Additional Certifications/Educational Programs:

Crisis Communications Training—Center for Crisis Communications, Louisville, Ky.

Pharma Communications Training—Center for Communications Compliance, New York, NY