



## Suzanne Doyle

### Professional Summary

More than 20 years experience writing, editing, managing and developing a wide variety of communications ranging from web sites to corporate marketing materials, high-level white papers and interviews. Extensive experience in executive communications.

### Highlights

Creating concise communications for internal and external audiences, with focus on web development for the past 15+ years.

Taking direction from executives/managers and executing clear, consistent messaging in individual projects and across multiple platforms.

Working with executives and creative teams to develop/execute strategic communication plans, short- and long-term.

Proven track record of project management, delivering product on-time and on-budget.

### Experience

#### **President at High-Low Communications, Inc**

February 1990 - Present (20 years 10 months)

#### CLIENTS

Adobe Systems

Apple

Blumberg Design

Cisco

City Park

DISCERN Investment

Analytics

Edge Innovations

Electronics for

Imaging

Immersion Corp.

MicroUnity

Oakcliff Sailing Center

Panasonic

Paul Saffo

Ridge Vineyards

Silicon Valley Colo

SRI International

StudioLab

Xerox

#### **Strategic Communications & Change Leadership (contractor), Customer Value Chain**

#### **Management at Cisco**

April 2010 - October 2010 (7 months)

Executive communications support, including:

-Writing, editing and posting web content related to a wide variety of projects

-Writing informational and organizational html email

-Creating content for internal/external presentations

-Organization/execution/communications for global senior leadership Pacesetters



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event

- Writing/editing weekly newsletter articles
- Developing/executing strategic communication plans

**Writer/editor (contractor) DISCERN web site**

2010 – 2010

[www.discern.com](http://www.discern.com)

**Strategic Communications Manager (contractor), Green Supply Chain at Cisco**

September 2007 - December 2008 (1 year 4 months)

Executive Communications

Management of executive/team communications around Cisco's Green Supply Chain including:

- Development and maintenance of content for CEC (internal) web site
- Presentations for external speaking engagements
- Video on Demand
- Magazine articles
- CEC articles for Cisco internal Green site
- Newsletters
- Email announcements

Initiative Communications

Management of initiative communications for Cisco's Advanced Compliance & Social Responsibility

team including:

- Development and maintenance of Lead-Free Program web site
- Lead-Free Program newsletter
- Development and maintenance of GSCM Contracts Governance Tool web site
- Email status reports on Lead-Free Program, RoHS Validation Program, and IP Protection Program
- Development of REACH web site, both CEC and cisco.com
- Training VoDs

**CALO Project: Editor-in-Chief Web sites (contractor) at SRI International**

November 2004 - November 2006 (2 years 1 month)

Managed, wrote and edited content for internal and external web sites supporting artificial intelligence team at SRI Int'l, working on DARPA's Cognitive Assistant that Learns and Organizes(CALO) program.

- Conducted extensive interviews nationally with team leaders, wrote news briefs,
- Used content management tools to update sites on a daily basis.



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**Communications Specialist (contractor), IT Communications at Cisco**

September 2002 - July 2006 (3 years 11 months)

- News editor of internal IT web site, managing/editing/writing new content daily.
- Managing editor of quarterly print and online newsletter featuring updates on company-wide IT projects.
- Writer/editor of executive communications and presentations.

**Marketing Communications Manager at Adobe Systems**

March 1987 - February 1990 (3 years)

Highlights:

Responsible for management of all advertising, packaging and marketing communications materials around initial launch of Adobe Illustrator and Photoshop, as well as the Adobe Type Library. Continued to manage all market communications around new products, as well as existing, throughout my time at Adobe.

As a contractor, wrote several issues of the Adobe Type Library catalog: *Font & Function*.

**Marketing Communications Manager at Hunter & Ready, Inc.**

January 1983 - March 1987 (4 years 3 months)

**Technical Writer at Atari Games**

March 1982 - January 1983 (11 months)

**Technical Editor at Zilog**

June 1981 - March 1982 (10 months)

**Teacher, Grades 7-12 at Castilleja School**

August 1976 - June 1981 (4 years 11 months)

Taught English, Public Speaking, and Creative Writing.

**Education**

**Stanford University**

M.A, English/Creative Writing

**University of California, Santa Barbara**

B.A, English with honors

References Available Upon Request