



Suzie Glassman

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Castle Rock, CO 80109

SUMMARY

I write cohesive, engaging stories from start to finish. It's my mission to find human relevance in all things and break down complex scientific information into understandable and actionable advice.

I'm a journalist at heart who loves interviewing clients and experts to unveil compelling stories that make readers want to know more. I will help you build a content strategy that will grow sales and develop brand advocates. My work has appeared in WIRED, Parents, Health, Insider, SheKnows, Triathlete, and more.

I'm also more than just a writer. Hire me and you'll hire a passionate team member devoted to making you shine in the best possible way.

SKILLS

- News writing
- Consistent brand messaging
- Promotional marketing and advertising
- Content marketing
- Proofreading
- Expertise in Health and Wellness
- SEO experience
- Interviewing experts

EXPERIENCE

Freelance Content Writer

Castle Rock, CO

Self Employed/ May 2020 to Current

- Studied industry best practices for SEO and content strategy.
- Drafted posts and comments to engage audiences on social media platforms, including Facebook, Instagram and Twitter.
- Authored strategic content using appropriate tone and language to meet objectives.
- Liaised with clients to determine content vision and specific needs.
- Performed in-depth research into topics to write clear and accurate copy.
- Worked in Skyword to produce and submit work.
- Successfully pitched editors on story ideas and delivered work ahead of schedule.

Fitness Coach

Extreme Human Performance Mar 2020 to Current

- Created individualized training programs to address specific patient needs and health problems.
- Worked with clients to set goals and track individual fitness progress and changes.
- Consulted with clients to define personal health needs, formulate effective fitness, nutritional or rehabilitation plans and improve overall well-being.

- Guided clients on proper nutrition and exercise habits.

Nutrition Coach

Eat to Perform Aug 2015 to Mar 2020

- Calculated nutritional requirements to assess adequacy of diet and nutrition support.
- Gathered data, assessed nutritional statuses and provided nutrition counseling for hundreds of clients based on individual needs, including nutrient requirements, medical issues and economic and social situations.
- Analyzed clients' eating habits, outlined areas for improvement and developed goal plans with ideal life changes to support wellness.

EDUCATION AND TRAINING

MBA: Marketing

Texas Christian University Dec 2002

Fort Worth, TX

Bachelor of Science: Journalism

Texas Christian University May 1999

Fort Worth, TX

WEBSITES, PORTFOLIOS, PROFILES

- <https://suzieglassman.net>
- <https://suzie-glassman.medium.com/>
- <https://twitter.com/suzieglassman>
- <https://www.linkedin.com/in/suzie-glassman-8596aa1a5/>