

JILL SHERER MURRAY

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PROFESSIONAL SUMMARY

Writer/Editor ♦ Novelist ♦ Corporate Communicator ♦ Marketer ♦ Blogger ♦ Instructional Designer

EXPERIENCE

2004 – Present Streetcar Communications, Inc. Doylestown, Pennsylvania

Consultant specializing in marketing communications, editing, facilitation, change and project management, and creative, business, and technical writing and development. Client list includes, among others, The Gatorade Sports Science Institute, PepsiCo, QTG Inc., Frito-Lay, Fleishman-Hillard, WebVet.com, and IKEA.

- Participate in the startup of a global e-zine as a contributing editor, writer, and blogger—one-year-old site gets approximately 350,000 to one million hits per month.
- Consult with consumer brand and other companies regarding writing and consumer-response training, strategic planning, focus groups, and communications.
- Develop marketing, public relations, educational, and corporate communications for various traditional and online media.
- Ghostwrite books and other communications for business- and healthcare-related industry experts.
- Provide content for start-up Web site backed by venture capitalists.
- Write and research second novel.
- Facilitate workshops for writers, corporations, small businesses, and other audiences, including call-center employees, new hires, agency partners, and conference attendees.
- Teach creative writing to K-12 students.
- Featured as Shape Magazine's Weight Loss Diarist (2001 – 2002), reaching six million readers each month with essays in magazine and on Web site about my personal journey to get fit.

2002 – Present The Gatorade Company Chicago, IL

Consultant for the Gatorade Sports Science Institute (GSSI)

9/04 - Present

- Work with brand managers to develop and employ change management techniques.
- Support marketing managers in creating and implementing communications plans, programs, and materials for professional audiences, including clinicians and other influencers.
- Help research key health and scientific issues as they relate to hydration and exercise science to generate new ideas, projects, and initiatives.
- Develop, design, manage, and facilitate training on the Science of Gatorade for new employees, agency partners, PepsiCo executives, and others—number of classes has doubled each year due to the program's success.
- Create and help implement web-based marketing and communications strategies.
- Develop scripts for meetings and other initiatives designed to educate audiences about the Science of Gatorade.

Assistant Manager, Professional Marketing

3/02 – 9/04

Assisted in the management of professional marketing responsibilities:

- Identified, processed, and communicated brand messages to key professional audiences.
- Led “best of” marketing programs for five audiences.
- Led strategic redesign and messaging effort for all brand-focused collateral.
- Developed first in-school educational program (for Gatorade and, later, PepsiCo) that reached six million middle-school students nationwide.
- Helped educate school legislators about Gatorade’s functional superiority to deflect threat on brand’s presence in schools as a result of obesity crisis.
- Helped manage the GSSI Web site, leading usability testing, redesign, and content management.
- Led four outside agencies and three external boards to develop and implement effectual and measurable educational, marketing, and contractual programs for our professional audiences.
- Managed a \$5 million professional marketing budget.
- Created “ambassadors” to help brand maintain its leadership position among professional influencers.
- Managed distribution and design of collateral materials.
- Worked with appropriate agency and internal partners to coordinate professional and consumer efforts.
- Worked with GSSI to identify new research opportunities and translate technical and scientific language for lay audiences.
- Presented professional marketing efforts to new agencies, internal hires, call-center employees, and other brand partners.
- Led ideation sessions to generate ideas for key audience programs.

1998 – 2001 Hewitt Associates Lincolnshire, IL

3/01 – 11/01 Part-Time Temporary Writing Consultant/Project Manager for the Center for Distance Learning

- Hired as senior writer and co-project manager to redesign computer-based training (CBT) programs for call-center employees servicing all of HA’s client organizations.
- Developed the project plan and ensured the timely delivery of work.
- Worked with instructional designers, graphic designers, and programmers to ensure CBT optimized the medium.
- Helped develop electronic performance support tools (EPSS) for call-center employees.

5/00 – 2/01 Sageo, a Hewitt e-business offering clients e-benefits outsourcing and administration services

Group Leader, Internal Communications and Change Management & Enterprise Process Owner, Design, Strategy, and Innovation

Hired during the company’s start-up as member of senior leadership to head change management and internal communication initiatives.

- Developed internal communications and change management program during merger.
- Worked with Sageo’s CEO to develop and deliver key messages for internal and investor audiences.
- Coached leaders on how to speak to various audiences, and worked with them to develop Sageo’s internal voice and mission, values, and work philosophy statements.
- Worked with Sageo’s parent company to deliver employee communications.
- Developed and managed a communications team to function as a small consulting firm in supporting internal clients across six regional offices and departments.
- Managed internal communications budget, quarterly reviews and targets, and bonus payouts for team members.

- Allocated team assignments, set direction, identified resources, applied branding, and conceptualized original documentation (i.e., RFP, benefits, compensation, orientation, performance, stock option program, etc.).
- Built internal brand identity for HR that helped employees distinguish its action items from other business communications.
- Helped develop employee-listening activities.
- Monitored company databases for employees and researched internal portal options.

8/99 – 5/00 Part-Time Permanent Senior Writer for the Learning Technologies Team

Hired in the global organization's learning and development practice on the Learning Technologies team.

- Continued developing CBTs, identifying workflow processes, managing scripts, and developing a team of writers.
- Taught writers to write for the medium, interpret instructional design materials, conceptualize storylines, direct graphic designers/programmers, use templates, ensure consistency in style and tone, and meet deadlines.
- Worked with designers to develop user manuals for distance learning technology.
- Presented on humor and story in alternative media and facilitated creativity workshops for development teams.

3/98 – 8/99 Instructional Design/Writing Consultant

- Worked with instructional designers, programmers, and graphic designers to turn pure learning content into an interactive 33-module CBT that engages users in a variety of storylines and simulations.
- Worked with instructional designers to prepare job and training aids, creative presentations, and web sites.
- Coached human resources professionals on how to conceptualize and develop employee communications.

1995–1997 CopyDesk, Inc. Chicago, IL

Co-Founder and Principal

Launched an innovative creative-outsourcing agency that was featured in *The Chicago Reader* as a company to watch.

- Developed company concept (which had no existing prototype), wrote the business plan, and secured funding.
- Compiled a market analysis and plan, generated new business contacts, conducted client needs assessments, and managed quality assurance program.
- Set up business systems, policies, and procedures—and co-wrote all policy and marketing pieces.
- Interviewed, selected, and managed a database of more than 300 writers.
- Handled writers on assignments and placed them in full-time positions with clients.
- Lectured on business communications, journalism, and freelance trends to professional groups and university classes.

1992–1995 American Hospital Publishing, Inc. Chicago, IL

Staff Editor: Hospitals & Health Networks

Wrote articles about leadership, culture, and human resources for the company's flagship publication, which went to 125,000 health care executives nationally.

- Scored consistently high ratings on readership surveys and introduced concepts that attracted new readers.

1989–1992 The Academy of General Dentistry Chicago, IL

Staff Writer: AGD Impact

Wrote for the company's newsmagazine, which went to 33,000 dental professionals nationally.

- Received the Morris Fishbein Award of Excellence from the American Medical Writers Association for a cover story that moved the American Dental Association to amend one of its policies.
- Wrote newsletters and press releases designed to promote general dentistry to the public, with key placements reaching more than five million consumers.

1988–1989 Crain Communications, Inc. Chicago, IL

Researcher/Writer

On call for six associate editors in helping them meet their publishing deadlines.

- Wrote copy for Advertising Age, Crain’s Chicago Business, Electronic Media, and City & State.

EDUCATION

- MS Communications/Emphasis on Print Media, Boston University
- BA Journalism, Temple University
- Graduate of Langevin Training Center’s “Instructional Design” course
- Graduate of Julia Cameron’s “The Artist’s Way” course
- Graduate of The Second City Training Center’s 12-month “Improvisational Techniques” course
- Graduate of expert/author Natalie Goldberg’s intensive writing workshops

PROFESSIONAL AFFILIATIONS

- Junior Partner, The Writers Corner USA/www.writerscornerusa.com
- Contributing Editor and Blogger, The Wild River Review/www.wildriverreview.com