

W. Sue Strickland  
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Professional consultant in business, advertising, and marketing with 20+ years of experience improving business through analysis, flow charting, documentation, and training. Owners and employees learn processes to improve communications and performance, ensuring conformity with ISO and Sarbanes/Oxley guidelines. Recognizing big-picture needs, I develop and implement procedures to fill those needs. My personal Theory Y approach to employees (Douglas McGregor, *The Human Side of Enterprise*) and my friendly, gregarious manner makes me effective at personnel management and consulting. Deep experience as a business manager helps me establish effective office procedures, including best budget practices, and my experience as a key employee at a major advertising company and within my own advertising agency makes me adept at sound marketing principles. I have assisted IT personnel in support of Agile software development and Continuous Process Improvement. I work well independently and as part of a team, and have interacted effectively with people at all levels of government, management, administration, and clerical support.

### ***Skills***

Project Management • Strategic Planning • Continuous Process Improvement (CPI) • Communications • Group Dynamics • Change Management • Business Strategy/Vision • Work Flow Design (Lean) • Standard Work/Procedures • Documentation • Training, Coaching, and Mentorship • Organizational Development • Problem Resolution • Determination of User Specifications for software development • Budget Preparation • Accounts Payable/Receivable • Marketing • Employee Relations • Client Relations

**Hardware/Op Systems:** Various Windows versions  
**Publishing:** MS Office Suite, FrameMaker, Acrobat, PageMaker, Publisher  
**Graphics:** PowerPoint, Paintshop Pro, Adobe Illustrator, SnagIt, Visio  
**Database / Spreadsheets:** Excel, Quicken, Quickbooks  
**Document Management:** Manual System

### ***Experience***

**Downtown Everett Association (DEA) - Services Manager for DEA and Business Improvement Area (BIA)**

- Managed association of 100+ property owners in Everett downtown BIA.
- Managed the Everpark Garage, a 490-stall multi-story, City-owned paid parking facility.
- Maintained communications with property owners, business owners, and City personnel servicing the BIA.

**EnviroTech Global Partners LLC (Start up Company) - Consultant/Strategic Planner**

- Developed Strategic Development Plan, PowerPoint presentation.
- Advised on physical office layout.

**Duratain, Inc. - Editor**

- Determined and sequenced correct maintenance procedures for on-site technicians.
- Shortened learning curve and reduced labor costs.
- Edited technician manuals and company operations manuals.
- Contributed to marketing literature.

**Evergreen Property Maintenance - Business Organization Consultant/Trainer**

- Reorganized office, creating master customer, inventory, and payroll database in QuickBooks.
- Trained owners in maintenance of accurate, current data records, and billing.

**X-StreamPublishing LLC - Editor**

- Edited and contributed to the design of an interactive online chemistry course where laboratory students can record their work and be graded automatically, using Adobe FDF formats.

**Dawson Place Child Advocacy Center - Board of Directors Member, Second Vice President**

- Served on executive committee of a 501(C)(3) corporation in service to abused children.

**Norman Aviation - Management Consultant/Business Writer**

- Consulted on marketing strategy.
- Produced brochures, letterhead, and logos.

**Rich Davis Management Group - Project Manager/Business Writer**

- Developed multiple business plans for automobile dealership management company to present to prospective financial backers.

**Allegiance Telecom, Inc. - Project Manager/Business Analyst/Technical Writer**

- Documented work flows of order entry and provisioning to determine best practices in achieving company goals.
- Contributed to URS.
- Advised management about vital changes.
- Coached order entry personnel to increase efficiency and eliminate workarounds.
- An Agile software development project with Continuous Process Improvement (CPI)

**Omega Dealer Services, Inc. - Project Manager/Business Writer**

- Reorganized sales training protocols.
- Established additional report output to subscribing automobile dealerships.
- Assisted in personnel staffing.
- Incorporated feedback from sales force and Information Technology into documents for management, capturing change on an almost daily basis.
- An Agile software development project with operation and sales manual deliverables

**Texas Instruments, Inc. - Editor**

- Assisted technical writer in confirming accuracy of narratives.
- Minimized costly errors caused by mistakes in narrative.
- An Agile software development project with SDK deliverables.

**Kinetic Concepts, Inc. - Business Analyst/Technical Writer**

- Assisted company personnel in developing a system of work flow protocols involving patient accounting functions.
- Streamlined the order fulfillment process.

**Ebonite Corporation - Marketing Specialist/Location Director**

- Taught sports and pro shop skills in nine countries, including Europe and Asia.

**Leisure Press / RHS Associates Publishers - Editor**

- Edited three books used in physical education bowling classes in over 40 colleges and universities.
- Edited three books on physical, practical, and psychological aspects of sport.

**Professional Marketing and Management Corp. - Management Consultant/Business Writer.**

- Developed and delivered comprehensive needs assessments, using HUD specifications.

**Village Green - Second Section, Inc. - Board of Directors Member, Secretary**

- Served on executive committee as secretary of a 501(C)(3) multi-family townhome cooperative company.

**Housing Management Services, Inc. - Multi-Family Multi-Property Supervisor/Property Manager/Loan Processor (FHA), Certified Occupancy Specialist (COS)**

- Supervised management personnel of five multiple unit conventional and Section 8 apartment complexes (700 units) in the Dallas/Fort Worth metroplex area.
- Supervised and managed all phases of a 208-unit 501(C)(3) multi-family townhome cooperative regulated by the U. S. Department of Housing and Urban Development (HUD) under Section 236 and Section 8. I was directly responsible for performing the following activities.
- Wrote and carried out policies, procedures, and regulations adopted by the board of directors in accordance with HUD directives.
- Hired, trained, and released employees, complying with local and federal guidelines.
- Developed and successfully managed an annual budget in excess of \$1,000,000.
- Collected monthly carrying charges in excess of \$1,000,000 and approved invoices for payment.
- Screened applicants, approved member residents, and processed occupancy lease agreements.
- Worked with and secured contracts from outside vendors, including, but not limited to,  
Exterior: specialists in security, general contracting, landscaping, painting, engineering  
Interior: specialists in carpentry, flooring, make-ready, remodeling, HVAC, office equipment
- Successfully evicted member-residents in non-compliance of occupancy agreement.

**McDonald's Corporation - Assistant Manager (Management Development Program)**

- Managed shifts in a McDonald's Restaurant.
- Supervised and trained personnel.
- Made daily bank deposits, completed shift paperwork, ordered supplies.

**Bernstein/Rein Advertising, Inc., - Kansas City, Missouri (4 years); Denver, Colorado (4 years), Phoenix, Arizona (1 year), Spokane, Washington (2 years)**

- Account Executive, Media Planner/Negotiator, Senior Media Buyer, Broadcast Traffic Supervisor, Account Coordinator, Production Artist, Copywriter
- Prepared and delivered presentations, promotional concepts, electronic media/print production
- Handled accounts payable and accounts receivable.
- Coordinated and participated in public relations events.
- Produced slide presentations, television and radio commercials, newspaper ads, brochures, point-of-purchase materials, premiums, letterhead, logos, and training materials for McDonald's Restaurants and other selected clients.

**Marketing Public Relations, Inc. - Assistant Art Director and Copywriter**

- Generated layouts, keyline, and paste-up.
- Prepared and delivered presentations to various clients.

**Witcher and Associates Advertising - Generalist**

- Partner in advertising agency with clients such as Pepsi-Cola, Worlds of Fun, Smacks Restaurants.
- Coordinated presentations, promotional concepts, electronic media/print production.
- Handled all accounts payable and accounts receivable.
- Produced slide presentations, television and radio commercials, newspaper ads, brochures, point-of-purchase materials, premiums, letterhead, logos, and training materials for all clients.

## ***Education***

**Art/Art Education Major**

- University of Missouri, Columbia, Missouri

**Diploma, National Honor Society**

- Southeast High School, Kansas City, Missouri

**Numerous business-related seminars, continuing education classes, and management training courses**