

Suzanne Bell, founder

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Suzanne has more than fifteen years of professional experience, having led high-level marketing strategy and consultation for Aetna Health Care, General Electric, InFocus, Nike, Sun Microsystems, WebMD, and many regional Northwest companies.

Experienced in both corporate and agency environments, Suzanne began her marketing career driving public relations and branding campaigns for start-up and established technology companies. She developed a specialty in marketing technology that spanned more than eight years, giving her a strong foundation in understanding and promoting complex concepts. She continued her career, merging high-tech and healthcare during her time at WebMD and more recently specializing in branding and marketing healthcare organizations.

Moreover, Suzanne is a skilled creative writer with a diverse background in journalism and creative copywriting, having earned a portfolio that ranges from front-page news articles in *The Miami Herald* to website copy, product naming, and message strategy for Nike.

Suzanne is a five-time award winner and has served as a board member for Court Appointed Special Advocates (CASA) and Portland Hope Meadows. She has also volunteered as a committee member for the American Marketing Association and Advertising Federation.

For updates on her most recent projects or to see a more detailed resume, refer to her LinkedIn profile at:



<http://www.linkedin.com/pub/suzanne-bell/6/939/296>