

Suzanne Wesley



Get what YOU need

ON TIME & ON BUDGET
By an experienced professional



About

I am a writer, an editor, and a graphic designer all wrapped up in one person. I acquired over twelve years of corporate/business experience prior to launching my home-based freelance business in May of 2009.

I have a BS degree from Indiana State University (1996) with a double major in English - Liberal Art and Fine Art - Graphic Design.

I am also married, and we have two little girls we are quite proud of.



Me

Suzanne Wesley



“I specialize in making the technical or complicated topic easier to understand - both visually via illustrative and organized design, and verbally by using a clear, concise writing style that is uniquely targeted for each project.”

Writing

For over four years I was an in-house writer and editor for Sony DADC, a division of Sony Corporate, specializing in digital and physical media storage and delivery solutions (i.e. CD/DVD/BD, other disc types and digital management for downloads)

In this position, I was the primary writer of all feature articles for the customer newsletter, and other articles that focused on promoting new products and services across Sony DADC's facilities in Canada, Mexico, Brazil and the USA.

Additionally, I also wrote for the employee newsletter, departmental newsletters, product/service fact sheets, event mailers, posters, web copy, advertising copy, press releases, advertorials and more.

Tech



I am proficient in the following programs:

- Adobe Illustrator
- Adobe Acrobat Pro
- Adobe InDesign
- Adobe Photoshop
- Microsoft Word
- Microsoft PowerPoint

Design

- Logo/Identity Creation
- Business Cards
- Letterhead - Both print & digital (Word)
- CD/DVD design (label & artwork)
- Newsletters - both pdf & print
- Advertisements - full color & B/W
- Press Kit - pdf or print
- Wedding programs
- PowerPoint - for businesses or weddings & anniversaries
- Sales Flyers - pdf or print
- Business Documents
- Brochures
- Package Design/Direct Mail
- T-Shirt designs/Promotional Items
- Banners/Booth Graphics
- Restaurant menu design
- Book jacket/layout design
- Magazine cover/layout design
- Posters/Billboards
- Static Web ads
- Brand Management



**“The difference between the almost right word & the right word is really a large matter-
-it's the difference between the lightning bug and the lightning.”**

- Mark Twain, in a Letter to George Bainton, 10/15/1888

Design is the same way ... there is *almost* right and there is just the right design for you.

- Suzanne Wesley, freelance writer & designer



Writing

All good writing boils down to how well you know your target audience. What do they desire? What will they not tolerate?

Because the Christian market is a personal target of mine I invested time and money – while I was a full-time employee – into completing a two-year writing apprenticeship through the Christian Writer's Guild (CWG).

This guild is sponsored by Jerry B. Jenkins, famed co-author of the best-selling Christian series *Left Behind*. My personal mentor was author and speaker, Eva Marie Everson.

I completed all 50 lessons by April of 2009.

Christian

Personal Goal:

To mimic Christ's approachable love - that readers may come to know Him as not just a 'once-upon-a-time' Savior, but as an intimate friend involved in their every day lives.

CWG lessons include:

- Short stories
- Personality profiles
- Non-fiction article types:
 - devotional - how-to
 - seasonal - expository
 - true adventure - humorous
 - investigative - argumentative
- Non-fiction novel development
- Writing for children
- Screenplay development
- Church drama
- Fiction writing:
 - characterization
 - writing in scenes
 - point of view
 - dialogue
 - plotting theory & practice
 - editing/revision
- Poetry (I am not a good poet!)



Pricing

Hourly Rate: Minimum of \$50/hour

I prefer to custom quote by project, such as:

Recreate simple logo as vector	1-2 hours or \$100
500 word-count article	3-4 hours or \$200
Copy for four web pages that are text light	5-6 hours or \$300
New logo creation (2 initial drafts)	5-6 hours or \$300
1500 word feature article or advertorial	6-8 hours or \$400
25-35 slide PowerPoint presentation*	12-18 hours or \$900
20 page newsletter or magazine*	20-25 hours or \$1,500

The above are only examples.
Please contact me for custom quoting.

* Does not include purchase of photos and illustrations from external sources or printing and shipping costs.



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freelance writer & designer

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Benefits of using a work-from-home freelancer:

- No taxes to pay
- No benefits to pay (insurance, 401K, pension, bonus etc.)
- No sick pay or vacation pay to fund
- Use a freelancer only when you need to/per project
- No software or hardware purchases required
- No need to dedicate office space
- No need to pay for additional employee training/travel expenses
- Versatile - experienced in more than just your industry
- More personal attention than a group or agency
- Work non-traditional hours to meet tight deadlines = speedier delivery
- One-to-one communication - cut out the middle man
- Freelancer network - network of other freelancers that specialize in areas I do not. Many are willing to work with me on quotes.

Call or e-mail me today for a personalized quote.
Ask to see my digital portfolio of previous work.