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FREELANCE TECHNICAL WRITER

**SUSAN J. OWENS**

**Projects & Portfolio**

**SUSANJOWENS@PLUMBLINE1.COM/614-634-0629**

## OVERVIEW

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## PROJECTS &

# TOPICS

**White papers, press releases,  
blogs, byline articles,  
infographics, case histories,  
LinkedIn profiles, social media,  
websites, white papers, e-guides**

Customer Success Stories

CRM/ERP Analyst

Big data and long-term care

Essays & Oped

Executives bios and LinkedIn  
profiles

Artificial Intelligence

5G networks

Business Intelligence for long-  
term care facilities

Fiber optics

Consumer goods

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# **SAMPLES & CLIENTS**

**SUSAN J. OWENS/FREELANCE WRITER**

inbenta

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# LINKS TO CONTENT

- [Telecom Reseller: Humanizing Telecom Customer Service through AI-Powered Chatbots](#)
- [Inbenta Named a 2017 Gartner Cool Vendor in Spain](#)
- [CRM XCHANGE: Fake News: Could the Solution be the Poison? Why We Need AI Bots to Detect Fakes Faster Than Humans](#)

Inbenta specializes in Natural Language Processing and semantic search to improve the customer experience. Support services such as dynamic FAQs, knowledge management, and chatbots improve business website searches, customer self-service, and e-commerce conversions.



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# LINKS TO CONTENT

- [Top Challenges for CRM Marketers in 2017](#)
- [How Predictive Analytics Can Help Create Content](#)
- [CRM Helps You Build a Content Marketing Program that Works](#)
- [Top Challenges for CRM Marketers in 2017](#)
- [Improve CRM with Big Data](#)

Ziff Davis invited me to create articles that identify key strategic advantages to tearing down those walls to encourage these teams to look at what the other side is doing and grow sales. Here are links to a few of these articles.



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# LINKS TO CONTENT

- Government CNews Next up: Integration of virtual machines, containers
- Manufacturing Business Technology: As Cars Become Centers Of Intelligence, Noise Testing Becomes Critical

Spirent is a global provider of testing, assurance, analytics, and security solutions. This company needs white papers and byline articles to discuss their expertise in physical and virtual networks and enterprise data centers, mobile communications, and connected vehicles.

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# LINKS TO CONTENT

- [How To Fund Long-Term Care is a Looming Crisis](#)
- [Hospitals and Customer Ratings](#)
- [What's The Net Effect of the Impact Act?](#)
- [Disparate Ruling and the Impact Act](#)
- [What the five-star rating really tells us about skilled nursing facilities](#)

Lancaster Pollard provides financing to hospitals, long-term care facilities, low-income housing projects and senior housing projects. In the evolving and volatile landscape of financing, my role is to help Lancaster Pollard uncover issues that are crucial to their clients. I provide insight and guidance to these clients through articles based on interviews with key executives.



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## LINKS TO CONTENT

- Bob Marcus, Head of Capital Markets at Fifth Third
- Michael Brady, Associate Medical Director at Nationwide Children's Hospital
- Bill Burke, Nationwide Insurance
- Howard Hammond, Fifth Third Investments
- Jane Starner, Nationwide Insurance
- Andrew Panos, Carenection Network

LinkedIn is a tricky social media platform. It's not the place to republish your resume, and it's certainly not as personal as Facebook. Yet with over 467 million users, it is a space that most executives cannot afford to ignore.

No longer a place to solely search for jobs, LI Groups have become a virtual way for executives to connect and discuss industry problems, for sales to make connections, and for start-ups to find investors.



#BLOGHER15

EXPERTS  
*among us*

# LINKS TO CONTENT

- Miracle Gro's Endless Summer Hydrangeas
- Green Mountain Coffee
- Tootsie Roll
- Coca-Cola
- Got Milk?
- AEP
- Dragon Fly Zipline

Moms hold the purse strings, and consumer service product producers know it. As a blogger, I have created content for Coca-Cola, Procter & Gamble, Kellogg's, GE and AEP, among others. While each client provided message points, they were looking for content that tied real-life experiences to their brand.



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## LINKS TO CONTENT

- US Navy Military Sealift Command
- Union Gas
- Enet
- Dunlop Tire
- Tetley
- Kiwi Brands
- Trade Compass

Sterling Commerce introduced Gentran electronic data interchange software, entering a space already filled with leading EDI software vendors including SAP, Oracle, and PeopleSoft. Sterling Commerce needed a content marketing plan to reveal their successes to industry analysts.

I created and managed a national media relations tour to introduce Gentran to Gartner's Magic Quadrant, Forrester, EMA, and trade writers at Red Herring and Information Week. Here's a sample of the case histories I researched and wrote that inspired the media to cover their products.



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## LINKS TO CONTENT

- Diane Jordan-Gizzard
- Ingrid Brownlee
- Heather Whaling
- April
- Karmen Dann
- Megan LaRue

Sohza magazine features articles about women as change-makers. It connects women—story to story—cause to cause. The basis of the company is an online jewelry store with products made by women survivors from developing countries. Here are links to the articles I have written for them.

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