

Susanne Bergstrom-Null

Conceptual and strategic thinker with 10+ years of results-driven writing and brand communications experience related to consumer goods and services. Skilled at distilling complex ideas into concise language, while balancing creativity with business objectives. Hands-on, action-oriented leader with excellent interpersonal skills and accountability.

CONTACT

sbergstromnull@gmail.com
415.465.9405
Lakeway, Texas

PORTFOLIO

www.bergstrom-null.com

SKILLS

Outstanding Writing Skills
Meticulous Proofreader
Prolific Storyteller
Strategic Thinker
Creative Problem Solver
Brand Cheerleader
AI Humanizer

EDUCATION

BA, Journalism
Cal Poly Humboldt

EXPERIENCE

INDEPENDENT CONTRACTOR (Austin, TX) Jun 2023 – present

Writer

- Provide strategic writing, editing and brand storytelling for clients in CPG, beauty and tech.
- Craft SEO-driven thought leadership stories that position technology organizations as experts in AI, cloud, data and digital transformation.
- Develop multi-channel content across web, email, campaigns and product storytelling.

ZENNI.COM (Novato, CA) Sep 2015 – May 2023

Director, Copy

- Defined and evolved Zenni's brand voice across all channels—including website, email, social, OOH, performance marketing and retail—ensuring clarity, consistency and personality for a \$500M+ global e-commerce brand.
- Partnered with visual designers and cross-functional teams to concept campaigns and integrated marketing initiatives, shaping narratives that increased brand recognition and customer engagement.
- Led, developed and mentored copy team, scaling processes and elevating creative quality.
- Championed a content-first approach for site and product initiatives, leading cross-functional brainstorming and aligning messaging with UX, product, design and business objectives.
- Played a key role in brand refreshes, product launches and high-visibility partnerships through strategic positioning and storytelling.

INDEPENDENT CONTRACTOR (Novato, CA) Jan 2014 – Sep 2015

Copywriter & PR Consultant

- Delivered web, product and marketing copy for wine, technology and lifestyle clients.
- Produced press releases, media kits, executive bios and sales materials.
- Supported PR agencies with messaging development and new business proposals.

WX BRANDS (Novato, CA) Apr 2013 – Jan 2014

Senior Public Relations Manager

- Crafted compelling brand storytelling—including web content, product descriptions, label copy, tech sheets and sales materials—for a portfolio of 300+ wine, beer and spirits brands distributed across major U.S. retail chains.
- Collaborated with Creative Director on new brand development, product positioning and naming for numerous beverage brands.
- Drove rapid audience growth through targeted social media initiatives.

	<p>FOLIO FINE WINE PARTNERS (Napa, CA) Aug 2006 – Nov 2011</p> <p>Director of Public Relations & Partner</p> <ul style="list-style-type: none"> • Established and led the company's PR department, developing a full suite of public relations services for domestic and international winery partners. • Built and nurtured influential media relationships across wine, food, lifestyle, travel, business and general news outlets—driving consistent, high-value coverage for portfolio brands. • Secured placements in top consumer and trade publications through proactive storytelling, creative pitching and strategic media engagement. • Oversaw and directed multiple NY-based PR agencies, ensuring alignment with brand priorities, messaging, timelines and budget. <p>ALLISON PR (San Francisco) Jan 2005 – Aug 2006</p> <p>Account Manager</p> <ul style="list-style-type: none"> • Managed internal and external communication strategies for Best Western International, including media relations, storytelling, and content development. • Led account teams in creating integrated communication plans and delivering measurable results for nationwide initiatives. • Developed strategic pitches, cultivated media relationships and executed successful outreach to secure ongoing coverage.
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