



With nearly 20-years of marketing, branding and copywriting experience, **Susan Gunelius** is a seasoned corporate professional having spent more than a decade developing and executing marketing programs for global and national organizations, including divisions of AT&T and HSBC.

Susan's corporate roles provided her with a solid background in various forms of writing. Some of the largest companies in the world have trusted her to write compelling advertising, marketing and business communications messages, and so can you.

In addition to owning KeySplash Creative, Susan is a published author and active blogger (Susan owns one of the leading blogs for business women, Women On Business). As a marketing, branding, social media and copywriting expert, Susan writes business nonfiction books through some of the largest and most recognized publishers in the world including Palgrave Macmillan (a division of Macmillan Publishing), John Wiley & Sons, McGraw-Hill, and Entrepreneur Press. Susan is also a featured columnist for Entrepreneur.com where she writes about copywriting and marketing communications, a featured blogger for Forbes.com's Work in Progress blog and Cox Communications' Kudzu.com Small Business Success Center, and the Guide to Blogging for About.com (a New York Times company). She is a member of the Network Solutions Social Media Advisory Board, and her marketing-related articles have appeared on a variety of business media websites, including MSNBC.com, BusinessWeek.com, FoxBusiness.com, WashingtonPost.com, and more.

Susan often speaks at live and virtual events about marketing, branding, social media, copywriting, and more.

Susan Gunelius

Speech Topics

- Technology
- Marketing
- Branding

