



# ERIC SUESZ

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I AM A LIGHTEARTED, CULTURALLY SAVVY, TREND-SPOTTING CRITICAL THINKER WHO TIES TOGETHER WORDS AND IMAGES INTO PACKAGES THAT HELP TELL STORIES, SELL IDEAS, AND BUILD COMMUNITIES.

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## Community Manager (2007–Present)

What do I do for work these days? I don't define myself as an editor or writer (or occasional designer) like I used to. Nor do I see my role as bounded by the traditional paradigms that separates editorial, marketing, public relations, design, etc. Instead, I'm combining all of my skills to help foster ideas and get things done. In particular, I'm focused on building successful online communities. I'm currently part of a smart start-up, [Get Satisfaction](#), working as their community manager. It's a big job, and one worth doing.



## Senior Associate Editor, Reviews (2006–2007)

As a ten-year subscriber to [Macworld](#), I jumped when given the chance to work as a reviews editor for the magazine. I wanted to develop my critical side, and this job helped me become better at voicing my opinions. It also taught me how to justify and defend those opinions. With this job, I finally realized a long-term goal of working at a magazine. The *Macworld* staff is top-notch, and the final product looks beautiful — it's a great tech magazine.



## Freelance Writer, Editor, and Graphic Designer (2001–2006)

Going freelance was a great step for my career. At first I was surprised I could accomplish it, but I soon learned that my skills were valuable. Whether working with big businesses with specific needs or small businesses that needed a lot of advice and hand-holding, I found out that I could indulge my interest in both writing and design. I learned to create a Web site from scratch, tie it into an e-commerce system, develop e-mail newsletter campaigns, and craft ad and Web copy to sell products in new ways. I developed a casual, but business-oriented writing style. Most importantly, I learned how to market myself and how to find and retain clients.



## Assistant Editor for Production and Copy Editor (1999–2001)

I secured a position as a copy editor at [The Recorder](#) and quickly worked my way up to assistant editor. One great thing about working for a daily newspaper is the ability to pitch in and write articles, book reviews, and all manner of other copy. I took on as much as I could, and I thoroughly enjoyed it, but I ultimately came to the conclusion that my predilection for working for newspapers wasn't going to satisfy my creative urges. I wanted to see if I could make it as a freelancer splitting my time between writing and design. I taught myself HTML and hung out a shingle.



## Traffic Coordinator (1997–1999)

When I started out, I wasn't sure exactly where my career would lead me, but I knew where I wanted to start — at the [San Francisco Chronicle](#). Without a journalism degree to let me into the newsroom (my degree was in English), I opted instead for marketing. As a traffic coordinator, I learned all about ads: how to handle them, schedule them, and buy and trade them. I won a few awards and made a lot of friends across departments with my ambitious, can-do attitude. I also got to cut my teeth as a budding copywriter, working with some career pros. They taught me how to write headlines, how to pitch to clients, and how to cut my word count to distill as much meaning as possible into small spaces.

