

Mary Sigmond

Editor-in-Chief, Content Strategist, Storyteller, Marketer & Brand Ambassador

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[Online Portfolio: http://IrishRoseWrites.com](http://IrishRoseWrites.com)

[Professional Reference: https://www.linkedin.com/in/marysigmond/](https://www.linkedin.com/in/marysigmond/)

Creative storyteller and marketing professional who excels in communicating vision and message in a clear, effective and imaginative way. Expertise includes strategic editorial development, data-driven content analysis, print and digital publication management, and curation of thought-leadership content. Communications advisor to CEOs and effective leader of editorial teams working in collaboration with creative services professionals.

EXPERIENCE

YPO

August 2012-Present

Senior Manger Writing & Communications

July 2021-Present

Marketing content strategist for the premier global leadership community of 30,000+ chief executives in 142 countries. Leader of YPO's first writing and communications team. In partnership with YPO's creative director, I define and deliver the organization's storytelling and brand communications strategy. As an editorial leader, I execute marketing campaigns that showcase YPO products, services and premier events to members and prospective members. Taking storytelling to the next level, I explore new and innovative ways to create and distribute content, elevating the brand across multiple platforms.

- Collaborated and executed marketing messaging strategy for new member onboarding pilot program of 2,024 CEOs with a 96% success rate.
- Oversaw the verbal identity refresh of YPO's global brand, creating voice principles and messaging to increase prominence and relevance with CEOs around the world.

Senior Content Manager & Editor-in-Chief, [CEO Insights](#)

September 2018-July 2021

Identify and interview global business leaders and subject-matter experts, manage freelance writing team, and oversee editorial and production for digital content.

- Under my editorship, visitors to YPO.org increased 22% from a monthly average of 87,365 visitors to a monthly average of 106,107 visitors.
- Open rates under my editorial management for business-focused digital newsletters went from a 32% open rate to 59% open rate.
- Collaborated with influential business leaders to market two of the most successful YPO Global Leadership Summits in Melbourne, Australia (8.3 rating) and Los Angeles, California (9.1 rating) on a 10-point scale. Communications strategy focused on a combination of targeted emails, curated stories and digital storytelling.

Marcus & Associates

October 2011- August 2012

Writer and Wrangler

Writer, editor and administrative support for firm specializing in executive coaching and workshops on the art and science of influence (psychology, messaging and body language). Writing and production coordination for print ads, radio and television scripts for clients. Content curator for website and social media blog posts. Coordinated speaking engagements and collaborated on presentation materials for Melinda Marcus.

Irish Rose Writes

July 1994-August 2012

Freelance Writer Client List

YPO

July 1994-August 2012

Event marketing and communication, including web content, collateral materials and onsite written communications for global leadership conferences and board meetings in more than 25 countries.

Friends of Florence (Italy)

January 1999-October 2011

Writer and editor of web content and collateral material for this non-profit art foundation.

Spin Creative

2009-2011

Writer and editor of regional news and collateral materials for international leadership conferences in Israel and Jordan.

Range Design

2009

Contributing copywriter and editor of printed pieces, advertisements and website content for The Ritz-Carlton Residence, Mammoth and Royal Island Bahamas.

Chief Executives Organization

2008

Marketing writer of website content and onsite newsletters for leadership event in Florence, Italy.

EDUCATION

University of Texas at Austin

Bachelor of Journalism, public relations sequence, minor in English, awarded May 1988

Oxford University - Brasenose College, England

English Literature Minor, 1987

AWARDS & COMMUNITY INVOLVEMENT

Bronze Quill Award, International Association of Business Communicators

Volunteer: Dallas Cup International Youth Soccer Tournament, Room to Read, Soles4Souls, Highland Park Arts Foundation and the Park Cities Learning Disabilities Association (Texas). Former Board Member, Park Cities Talented & Gifted (Texas) and the Dallas Metropolitan Ballet.