



**SUSAN FINCH
SOLUTIONS**

CAPABILITIES STATEMENT

susanfinch.com

503-807-4543 - call now

susan@susanfinch.com

CORE COMPETENCIES

Susan Finch has been working with cities, organizations, enterprise companies, as well as small businesses and non-profits to help them create and maintain a strong, consistent brand. She guides clients to confidentially present themselves to stakeholders through strategy sessions and training. Clients rely on her creative solutions knowing she is continuously upskilling to bring new ideas that consider evolving best practices, requirements and trends to effectively reach their clients, prospects and stakeholders. .

- **Graphic designer, branding and re-branding strategist including reports, brochures, websites.**
- **Website and portal strategies for target user, rather than developers.**
- **Content review, reorganization, structure and creation**
- **Retention and HR strategies**
- **Speaking and presentation training**
- **Motivational/Inspirational Speaker**
- **Podcast strategies and production, interviewing services, and training**
- **Event strategies**

DIFFERENTIATORS

Our firm partners with government agencies and contractors to effectively communicate their value through strategic branding, streamlined processes, and tech-stack assessments. We provide tailored solutions that resonate with target audiences and decision-makers, enabling clients to craft clear, persuasive messages that secure approvals and contracts while retaining talented staff and reducing customer/end-user complaints.

Our customized speaker workshops equip departments and clients with the confidence and skills to effectively communicate with their peers and present ideas persuasively, tailored to each department's needs and goals.

Our custom training sessions and libraries have increased retention and employee satisfaction, reducing HR headaches, and creating a more productive, aligned team.

CERTIFICATIONS & SKILLS

- **Member of the National Speakers Association (NSA)**
- **Toastmaster since 2018**
- **Digital Marketer through the DMANC**
- **Certified through WebAIM and Center for Persons with Disabilities for accessibility expertise in Word, PowerPoint, Acrobat, and websites**

COMPANY DATA

NAICS Codes

- 541613
- 54130
- 611420
- 611430
- 711510
- 611699
- 813410

TEAM

- EDITOR/CONTENT WRITER
- RESEARCHERS
- AI STRATEGISTS
- MOTIVATIONAL SPEAKER
- TRAINER
- GRAPHIC DESIGNER
- BRANDING STRATEGIST