

# SUSAN M. KOSTAL

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## **RELEVANT EXPERIENCE**

### **STET CONSULTING**

#### **Marketing & Public Relations Consultant**

San Francisco, CA

June 2000 – Present

Serve as a trusted marketing advisor and strategist to lawyers, law firms, legal tech startups, non-profits and professionals in various industries. Advise on targeted marketing strategies, media issues and business plans. Emphasis on individual coaching to yield specific results.

Clients have included: Morrison Foerster, Steinhart Falconer, Orrick, Bird & Bird, K&R Law Group, Coblenz Patch Duffy & Bass, Weaver Schlenger & Mazel, Miller Law Group, Pilot Legis, et al.

- Develop short- and long-term B2B and B2C communication plans.
- Establish law firm marketing function, including hiring and training staff.
- Act as firm spokesperson at events to strengthen brand and make connections.
- Facilitate networking among Silicon Valley and Bay Area legal, tech, and media contacts.
- Guide web design, UX, and social media suite formation, development and management.
- Coach executives on media presence in preparation for print and TV interviews.
- Write press releases, newsletters, web content, brochures and other marketing collateral.
- Produce targeted video, audio and print content for distribution.

### **UC HASTINGS COLLEGE OF THE LAW**

#### **Editorial Director**

San Francisco, CA

April 2013 – Jan. 2016

Develop, write and oversee editorial content for 76-page, semi-annual *UC Hastings* magazine, playing a key role in elevating the publication's content from personal interest pieces to market-driven features. Manage \$250,000 editorial budget while coordinating with Chancellor and top administrators to execute on strategic plan. Winner of CASE Award for Cover Photography.

- Conceptualize, assign, write and edit weekly web content, including features and shorts.
- Oversee editorial calendar and production for College communications content.
- Coordinate and supervise freelancers, staff and vendors.
- Produce weekly roundup of media hits and events highlights for web and internal distribution.
- Provide logistical support and communications presence at College events.

### **Senior Communications Writer**

June 2012 – April 2013

- Wrote SEO content for UC Hastings website, increasing social media feedback and engagement.
- Developed publishing matrix for efficient content distribution.

**FREELANCE & STAFF POSITIONS**  
**Writer & Editor**

San Francisco, CA  
1987 – Present

Work featured in *California Lawyer*, *San Francisco Daily Journal*, *San Francisco* magazine, *San Francisco Attorney* magazine, *The ABA Journal*, *Caring.com Working Woman*, *Forbes ASAP*, *Stanford Lawyer*, *UC Hastings*, among others. National Magazine Award Finalist.

- Editing positions include features editor, projects editor and senior editor.
- Article topics include the business of law, legal affairs, tech, business, politics and culture.
- Articles include cover pieces, long features, investigative, press releases and news shorts.

**AWARDS**

**CASE Award of Excellence, Silver (2014)**

Council for Advancement & Support of Education

- For *UC Hastings* magazine cover design and photography.

**National Magazine Award Finalist (2005)**

American Society of Magazine Editors

- For “Innocence Lost” package on California criminal justice system published in *San Francisco Magazine* (Nov. 2004) and co-reported with Nina Martin.

**Bronze Award for National Reporting (2003)**

The City and Regional Magazine Association

- For “The Brobeck Mutiny” article on Brobeck, Phleger & Harrison law firm takeover in *San Francisco Magazine* (July 2003).

**Maggie Award (2003)**

Western Publications Association

- For *Cal Esq.* section of *California Lawyer* magazine.

**Award for Legal Reporting (Misc.)**

State Bar of California

- Two-time winner of State Bar of California Award for Legal Reporting.

**Award for Business, News, and Investigative Reporting (Misc.)**

Associated Press California/Nevada

- Three-time winner of Associate Press California/Nevada Award for business reporting, news reporting and investigative reporting.

**EDUCATION**

B.A. Journalism, Drake University, Des Moines, Iowa