

January 2015

*Sue Edworthy*

By Jess Gillis

## MARKETING GENIUS

There is little I can say about **Sue Edworthy** that hasn't already been said by countless colleagues, acquaintances, clients, and arts community members. "Tireless", "creative", "multi-faceted marketing genius", "clear", "direct", "energetic", and "highly motivated" are just a few of the things found on a quick scan of her Linked-In profile. "She is a dream to work with" says Avery Swartz, and she's not the only one. We at **Ballyhoo Push Pin Media** are huge fans of the lovely, charming, engaging, on-point, and professional Sue Edworthy.



## THIS IS SUE

From her website, [SueEdworthy.ca](http://SueEdworthy.ca):  
*"Sue Edworthy has worked in the non-profit performing arts for over fifteen years and is a self-described city enthusiast. Her passion for the arts has led her to stints as a director, event coordinator and arts administrator in arts organizations in and around Toronto, and she is now respected and sought after as a marketing and communications specialist."*

In addition to running **Sue Edworthy Arts Planning**, "a freelance marketing, PR, producing and strategic planning company for the Toronto independent arts community", Sue is also an ardent independent theatre enthusiast. She also holds a **BFA Specialized Honors** from **York University**.

*"She Is A Dream To Work With"*  
– Avery Swartz

## PROFESSIONAL HIGHLIGHTS

- Former Board Member, **TAPA**
- Current Chair, **Freelancers & Consultants Standing Council** for the **Canadian Dance Assembly**
- Former Social Media Chair/Steering Committee member, **Artsvote 2010** (2014 co-chair)
- Former Vice-President, **Toronto Fringe Festival** (held for 7 years)
- Member, **Arts Consultants Canada**

## AWARDS

- **Harold Award** recipient, 2010
- **CharPR Prize** for *Best Publicity, Single Show*, 2012
- **CharPR Prize** for *Best Publicity, Single Show*, 2013

## ARTICLES

- **The Sunday Read: Sue Edworthy On Emerging Companies And Marketing**
- **Ask a Communications Pro With Sue Edworthy**

## MORE

If you'd like to know more about

Sue, or get in touch with her, click any of the icons below.

