Academic & Dissertation Writer-Editor, CEO & Business Marketing Writer, Author

SUNAMITA LIM (Ms.)

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M.A. (Division of Social Sciences), University of Chicago

**CAREER SKILLS & EXPERTISE**

◦ Academic Writer-Editor-Indexer & Book Coach ◦ Copyeditor, Academic Manuscripts

◦ Topics: **Academic Thought Leadership, Technology & Big Data/AI/ML, Healthcare, Education, Social Behavioral Sciences (SBS), Business &** **Marketing Communication,** **Nursing,** **Bio/Memoir, Spirituality, Meditation for Creative Living, Health & Wellbeing**

◦ Books in academic (Oxford, Cambridge, Cornell) & public libraries (Library of Congress, etc.)

◦ Access databases: ERIC, PubMed, JSTOR, etc. ◦ Copyeditor, Book Manuscripts

◦ Award-winning Marketing/PR Agency, 1996- ◦ Award-winning Marketing Materials

◦ Branding/Image Management ◦ Turnaround Business Strategies

◦ Optimized/SEO/Keyword Web Copywriting ◦ Online Media Marketing Tactics

◦ **Member, American Society of Business Publication Editors (ASBPE, asbpe.org)**

**WRITING SKILLS & ACHIEVEMENTS**

◦ **Academic/business ghostwriter; book project management and copyeditor-proofreader-indexer**: research, develop content, copyedit, proof final manuscript for journal submissions. Coach clients on developing relevant research topics that are high-impact—social and behavioral sciences (SBS), arts and humanities, business, marketing, education, financial literacy, healthcare, art/design, spirituality, health-nutrition-food topics—with book publishing in mind.

◦ **Dissertation editor/researcher/rewriter:** APA, Chicago Manual of Style/Turabian, MLA, HBR, AP. Experienced accessing online databases; e.g., Google Scholar, ERIC, ResearchGate, PubMed, etc. Skillful interviewer trained in the social sciences and journalistic investigations to elicit, prompt, discern qualitative discoveries from research subjects and participants.

◦ **Creative nonfiction book coach** and **author** of: ***Spa Living: Revitalizing Body-Mind-Spirit***(2007); ***Japanese Style: Designing with Nature’s Beauty*** (2007);and ***Chinese Style: Living in Beauty and Prosperity*** (2006); Gibbs Smith, Publisher. My books are in public and university libraries around the world (including Oxford, Cambridge, Cornell), listed on [www.worldcat.org](http://www.worldcat.org). Researched and wrote 2,000 culinary notes and recipes for World Trade Press’ food and cooking databases. [www.atozworldfood.com/#contributors](http://www.atozworldfood.com/#contributors); <https://www.foodpassport.com/#contributors>

◦ **Marketing author/writer skills.** Saleable queries and book proposals; compelling cover letters, resumes, bios; self-agenting tactics; press kits for book promotions & media placements;

IP (intellectual property) rights and indemnifications, e.g.: contracts (NDAs), copyrights, hold harmless, permissions, fair-market fees, scope creep; online optimized content marketing.

◦ **Internet marketing specialist:** Create SEO keyword content for websites and branding strategies for online and offline marketing. Online collateral: auto-responders, blogs, articles, press releases, bios for companies and management-level staff, how-to guidebooks, landing pages, sales letters and white papers.

◦ **Award-winning marketing materials** for clients such as London’s Gourmet on Tour’s 2011 IACP (International Association of Culinary Professionals) Award of Excellence; and client media placements in the *Wall Street Journal*, *Seattle Times*, *San Francisco Chronicle*, etc.

◦ A “marcom” (**marketing communications**) **consultant:** Branding strategies for positive brand management; media and PR strategies; online and offline marketing campaigns; award-winning press kits, and e-zine templates for editorial guidelines, in-house style sheets.

◦ One year after starting a PR agency, I won two **1997 Communicator of Excellence Awards from the Washington Press Association** for: (a) marketing campaign and (b) press releases. Enhancing client reputations with award-winning marketing collateral is priceless in building and sustaining credible brand images.

◦ **Extensive editorial background:** Past editor of the art/design lifestyle magazine *Santa Fe Trend*; skills include copyediting, and copywriting for optimized/SEO/keyword copy.

◦ Create **win-win cause-related marketing partnerships** for businesses and nonprofits. I cherish the Gates Foundation’s invitation to Seattle’s Leadership Breakfast honoring President Nelson Mandela and his wife Dr. Graça Machel on December 10, 1999.

◦ **Instructor for professionals on marketing techniques and PR strategies** at: Seattle Central & Bellevue Community Colleges, Washington. (1996-1999).

◦ **Wrote and published the first US vegetarian newsletter, *Good Food + Fitness = A Winning Lifestyle*.** **1988.** “Certainly very interesting.” ~ Robyn Cahill, Le Cordon Bleu, Paris. “Good, concise writing.” ~ Alf Collins, *Seattle Times*

**TESTIMONIALS**

***Writes with authority and clarity. ~ Seattle Times***

***How I wished I had retained your expertise earlier in the process, but I am glad to have your talents now. You can be sure that I will recommend your excellent work*. ~** R. G. Chilton; Author, *Lincoln’s Greatcoat: The Unlikely Odyssey of a Presidential Relic* (McFarland, 2019)

***Fabulous writing, such a gift!*** ~ Tracey Wilen, DBA, Global Speaker & Media Contributor; Author *Career Confusion* (Peter Lang USA, 2018; a **BNN Bloomberg Best Business Pick 2018**)

***Excellent job; asked all the right questions to clarify what I wanted and completed the editing task ahead of schedule.*** ~ Mila Baker, PhD; New York University & World Bank Consultant; Author, *Peer-to-Peer Leadership* (Berrett-Koehler, 2015)

***Thank Sunamita Lim, my patient and dedicated editor, for continuous encouragement and to speak my truth***. ~ Elizabeth Dulberger, Executive Coach; Author, *Smoke and Mirrors: Strategic Self-Awareness for Leaders & Future Leaders* (Amazon, 2017)

***Took the first draft and helped me create a book proposal that captured the attention of my publisher*.** ~ Bonnie S. Bostrom; Author, *Women Facing Retirement* (Aslan Publishing, 2007)

***I am delighted at the standard of work and quality of presentation. Certainly one of the better examples I have come across lately.* ~** Feedback from Client’s Doctoral Committee Chair

***Fantastic! Very professional, creative, and quick!*** ~ Judith von Prockl; Founder & Managing Director, Gourmet on Tour, London [www.gourmetontour.com](http://www.gourmetontour.com) (I wrote their IACP Award bio.)

***Thank you very much for your professionalism, thoroughness and graciousness. It was a most refreshing experience. Thanks again for your valued assistance.*** ~ Brian Richter; President, North Point Resources, Inc., Panama City, & Calgary, Canada for 23 SEO articles promoting a nonprofit and Central America’s third largest mountain bike race, San Juan Howler

***Sunamita’s technical skills, communication style, creative input, and timeliness are all excellent. I am extremely satisfied.*** ~ Brock N. Allen; Software Business Consultant

**PROFESSIONAL STATEMENT**

With over 25 years of professional coaching helping people rediscover their boundless potential for life enrichment, I’m honored to inspire writers to realize their dreams of becoming published authors—with insights for saleable book proposals and outstanding CVs. My clients have included the world’s largest nutrition school (Institute for Integrative Nutrition in New York City), and ghostwriting books for academics and C-level executives. I’ve taught college-level classes to professionals on award-winning marketing/PR tactics and integrating meditation for meaningful living. I cherish the William H. Gates Foundation’s (now Bill & Melinda Gates Foundation) invitation to Seattle’s Leadership Breakfast for President Nelson Mandela and his wife Dr. Graça Machel on December 10, 1999. From 1988-1997, as 24-hour race director, we organized “a tireless presentation of one of the best track runs in the Pacific Northwest,” noted *UltraRunning Magazine*. **My goal is, “Honoring excellence, in pursuing perfection.”**

**LinkedIn BIO SUMMARY**

An author/editor, award-winning writer, copyeditor, publicist, and academic/business/nonfiction ghostwriter, I love presenting subjects to inspire thought leadership. **I strive to present the story and the glory—using simple, clear, and engaging storytelling.**

A perfectionist, I won the Washington Press Association’s Communicator of Excellence Awards for press releases and marketing campaigns in 1997—a year after starting a PR/marketing agency. I continue to pen award-winning copy for clients.

In 1988, I wrote and published the first U.S. vegetarian newsletter. “The recipes and advice come with some good, concise writing,” notes the *Seattle Times*. I’ve also been a lifestyle magazine editor, plus authored coffee table books for Gibbs Smith, Publisher.

My first book, *Chinese Style: Living in Beauty and Prosperity* (2006), garnered numerous reviews from major North American media. The *Seattle Times* says I “write with authority and clarity.” Two other books are: *Japanese Style: Designing with Nature’s Beauty* (2007), a 2008 New Mexico Book Award Finalist, Reference; and *Spa Living: Ideas, Tips & Recipes for Revitalizing Body-Mind-Spirit* (2007), a primer on wellness, beauty, and good health.

Specialties: Ghostwrite and edit books for academics, C-level executives, and business owners. Branding strategies for online/offline marketing; optimized copy for websites with auto-responders and blogs; online and offline articles, press releases and media kits, business profiles and management-level staff bios, how-to guidebooks, landing pages, sales letters, white papers.

**CORE COMPETENCIES**

● **Academic/Dissertation/CEO ghostwriter book coach**; translating life-changing ideas and academic research into publishable journal articles and user-friendly book projects.

● Started **award-winning marketing/PR** agency in 1996, and continue championing clients for *their* awards; e.g., London’s GourmetOnTour.com: *Very professional, creative, and quick!*

● To complement mental nourishment, I love learning about world cultures and nurturing cuisines. **Food is medicine**, nourishing and satisfying body-mind-spirit with good food. “Let food be thy medicine and medicine thy food.” ~ Hippocrates.

● **Create user-friendly materials** in reconnecting with our intangible **inner wealth** and potential, to nudge us forward in serendipitous ways to happier, more prosperous living. The more in tune we are with the universe, the more we are in the right place at the right time.

● Research-write **life enrichment books**. My books are: (a) *Spa Living: Revitalizing Body-Mind-Spirit* (2007); (b) *Japanese Style: Designing with Nature’s Beauty* (2007); and (c)*Chinese Style: Living in Beauty and Prosperity* (2006);all byGibbs Smith, Publisher.

● **My books are in public (Library of Congress, New York, Singapore) and university libraries ( Oxford, Cambridge, Cornell).** Please enter my name at[**www.worldcat.org**](http://www.worldcat.org)**.**

**VOLUNTEER ACTIVITIES**

Current: Santa Fe, N.M. Friends of Library volunteer & former board member; Peace Run coordinator, PeaceRun.org; The Food Depot (food bank). Past: UNICEF Seattle, 1980-97.

##### 10 BRANDING TIPS for ACADEMIC RESEARCHERS & THOUGHT LEADERS

#### By Sunamita Lim©

sunamita@sisna.com; 505-995-8690

**“Fabulous!” ~ T. Wilen (Peter Lang USA), a BNN Bloomberg Best Business Pick 2018**

**1. Powerfully show your research expertise in clear, understated ways.** Creating your **powerful intellectual brand image** is not static. Brand positioning is a ***dynamic evolution*** in:

7.1 Presenting **author excellence** to highlight your expertise as a thoughtful, thought leader.

7.2 **Continuously** **communicating** excellence with media interviews, blogs, book signings.

7.3 **Consistently** **communicating** above-par performance—to maintain a valued brand image.

**2. Perception.** ***How others perceive your landmark ideas*** influences whether they acknowledge your ideas, buzz to clients and friends, returning as repeat targets hungry for more good ideas. In other words, how to persuasively present a unique brand with a credible reputation to publisher?

**3. Promise.** Even before people buy your ideas, they *want* to feel confident and secure you *can* deliver as promised. ***The power of hope and the promise to deliver*** drives author image. How to deliver, to fulfill critical hopes of readers? What criteria to use, adapt, modify, keep on refining?

**4. Performance. *How well is your research perceived?*** Are academic cohorts buzzing about your ideas, research findings, advice? How to keep transcending levels of intellectual discourse to journal/book publishers and readers? Are you timely with deliveries and payments, yourself?

**5. Persuasive.** How do words and actions convey your ***integrity*** while promoting ***credibility***?

**6.** **Predictable.** Are you ***reliably*** ***consistent*** in developing and advocating innovative ideas—with ***on time*** deliveries to meet publishing deadlines?

**7. Prevail while facing competition.** What best describes your ***competitive intellectual advantage*** over competitors in your area(s) of research? How do you prevail graciously, to overcome odds, continue winning support for your unrivaled intellectual gifts and pursuits?

**8. Profitability.** We acknowledge ***20% of targets generate 80% of higher returns*** with our submissions. It pays to focus on this core 20% of targets (journals, readers) who share similar values and appreciate reading cutting edge research findings. These targets are gold mines of referrals (keep in mind the power of referrals confers super-charged third-party endorsements).

**9. Promote good feelings and good will.** How do readers show their appreciation? What words, phrases, and non-verbal cues do they use at conferences and in conveying comments? These are ***gold standard*** ***clues*** to memorialize, and utilize, in continuously refining brand marketing.

**10. Perfection.** Perfection is a dynamic, evolutionary process. Perfection challenges us all to keep ***transcending our efforts***. How to measure, benchmark improvements? How to evaluate feedback from reader/publisher appreciation? How to keep striving and challenging aspirations, keep learning and growing, achieve meaningful results for every research project we undertake?