

Suzi Craig bio:

Suzi Craig is Director of Marketing & Engagement for Connecticut-based Fathom (www.fathom.net), a brand and creative consultancy that helps forward-looking organizations to cultivate and sustain the value they offer the world. Suzi helps Fathom and clients develop an outreach and engagement strategy that kills the old “one blueprint for all” notion and creates a plan of action to align with business goals, audience expectations and resources.

Suzi also created the Fathom-sponsored [CT TweetCrawl](#), a bi-monthly happy hour event that connects all types of professionals at hot spots in all corners of Connecticut.

Suzi began her career in NYC book publishing, marketing book series’ for projects that included R.L. Stine’s *Goosebumps* and gift books for the Peanuts license created by the eminent Charles Schulz. Her last foray (so far) in book publishing was writing several books for *The Complete Idiot’s Guide Series*.

Suzi eventually started her own consulting company WallFly Marketing and co-founded [group88](#), a coworking office and workspace for independent professionals. Without a budget, she began using grassroots marketing tactics and social media to develop a community and customer base.

As a speaker for the business community, Suzi is often brought in to help marketing directors and outreach professionals develop an online and event strategy that utilizes the best of the old world sensibilities and new world possibilities.

Suzi lives in West Hartford, CT and writes for Fathom’s blog, [The Deep End](#), as well as [EContent magazine](#). She is currently an active member of the [Associate Board for the Greater Hartford Arts Council](#), [Navigating Change](#) thinktank for media and business professionals and the MiTown Film Group based in Middletown, Connecticut.