

Methodical, communicative leader with a BA in English & MBA in Marketing and Organizational Development. An attentive, thorough doer who delivers solutions & results that enable clients & organizations to perpetuate growth while exceeding their goals.

**PROFESSIONAL EXPERIENCE**

**The Weitz Company // Marketing & Communications Manager** *Des Moines: Dec 2017 – Present*

- Lead the Iowa and National teams marketing & communication efforts; oversee/execute the creation of ads, content, proposals, graphics, narratives, presentations, and collateral material for potential/current clients; manage two full-time employees; mentor others remotely
- Facilitate meetings, plan events, and participate in business development related activities

**Yellow Door Gallery // Founder** *Des Moines: January 2017 – Present*

- Consultant and curator for artists, writers, musicians, & regional creators and planner of monthly cultural events for the Des Moines community

**Iowa Center for Economic Success // WBC Director** *Des Moines: Oct 2016 – Dec 2017*

- Developed, implemented & directed strategic plan for Iowa's Women's Business Center; engaged & recruited volunteers; coached clients on business planning; composed all marketing materials (in Adobe Creative Suite) & class descriptions; wrote grants; developed relationships with corporations & donors; produced monthly reports for organization; data analysis
- Presented to groups; lead classes/sessions; managed website & content thru portal

**Emily Betts Susanin // Consultant** *Nationwide: July 2014 – July 2017*

- Worked with clients to manage collections, create catalogues, inventory, research & write about art, wine, books or decorative objects; certified appraiser; inventory & appraisal of 10+ collections
- USPAP Appraisal Certified, 2016-2017

**Artmill Group // Business Development Director** *Chicago / Des Moines: June 2015–December 2016*

- Responsible for facilitating Artmill Group's January 2016 acquisition of Armand Lee
- Operated as a point of contact for all matters specific to clients; Built & maintained client relationships (with architects, designers, collectors, etc.); Presented projects to clients
- Forecasted & tracked key account metrics; sold off inventory/antiques (sales of \$50,000 in 6 months); Managed database information/content; project management throughout all phases

**Intuit (Outsider Art Center) // Marketing & Development Coordinator** *Chicago: Jan 2015-June 2015*

- Planned & promoted local events/partnerships, developed & executed social media strategy, designed e-promos & e-blasts for 15,000+ mailing list (Constant Contact), wrote & designed content/press releases, developed giving strategies, content creation, calculated growth strategies

**Susanin's Auction // Client Services, Trusts, & Estates** *Chicago: October 2012 – January 2015*

- Managed & coordinated with 500+ new & current buyers & sellers (POC for dealers, lawyers, bankers, corporations, collectors, institutions); managed 25+ ads/planned 20+ events; maintained 15,000+ name database; catalogued, curated & researched art, rare books & antiques; auctioned 100+ lots an auction; POC for HR systems; wrote 300+ condition reports/assisted on 10+ appraisals

**Orchard Talent // Business Analyst***Chicago: June – October 2012*

- Facilitated daily business operations: accounts payable/receivable, invoices, expense reporting, payroll; employee & data management; wrote/proofed RFP's; personal assistance to CEO (scheduling calendar, coordinating travel, planning parties/events); account management

**Walmart, Inc. // Human Resources Associate***Denver: June – August 2011*

- Initiated a brand analysis & completed 120+ hours of research while interfacing with 60+ internal & external stakeholders across ten locations; implementations resulted in increase in customer satisfaction & the employee's work/life balance by .5 and 1 (based on 5 point system); created surveys, conducted interviews

**EDUCATION****University of Denver's Daniels College of Business // Graduated: March 2012**

- **MBA – Organizational Development & Marketing**, DU Marketing Association, DU Mentor

**University of Denver // Graduated: December 2010**

- **BA – English**, Dean's List/Merit Scholar
- Dean's Assistant at the University Library // 2009-2011
- **The Danish Institute (DIS)**: Copenhagen (American Chamber Volunteer) // Fall 2009

**LEADERSHIP & COMMUNITY AFFAIRS***Fellow, Greater Des Moines Leadership Institute**August 2018-present**Board Member, After School Arts Program (ASAP)**June 2018-present**Board Member, Bravo Greater Des Moines**August 2017-present**Committee Member, Des Moines Pastoral Counseling Center**September 2016-present**Member, FemCity**November 2016-2018**Member, YPDM**January 2015-2018**Volunteer, SPACES (International Art Spaces Database)**2014-2016**Board Member, Luminarts Cultural Foundation**2013-2016***SKILLS**

Skilled in Adobe Creative Suite; 100 WPM; Salesforce, Quickbooks, and CRM System Proficient

**INTERESTS**

Biking, cooking, art & design, hiking, music, camping, books, coffee, tennis, crosswords