

**EMPLOYMENT****Communications Specialist** (September 2015 – Present)

Des Moines Area Community College, Ankeny, IA

- ***Notable Accomplishments:*** Increased enrollment in Information Technology (IT) programs by 10% during a time that statewide community college enrollment was trending downward.
- Strategic development and implementation of special project communications as directed by college leadership and administration including national strategic partnerships (such as Facebook and Goldman Sachs), Trail Point, support of communication within DMACC's CRM Tool, programs within Iowa's Workforce Training and Economic Development (WTED) fund, and other high profile ventures.
- Support multiple DMACC departments and programs to provide public relations support, produce promotional videos, develop communication plans, maintain social media and digital marketing strategies, graphics assistance, media recommendation and placement.
- Measure and evaluate effectiveness of campaigns, plans and promotions.

**Statewide Marketing & Workforce Coordinator** (March 2013 – June 2016)

Des Moines Area Community College, Ankeny, IA

- Responsible for developing and implementing a statewide marketing and communications plan for the Trade Adjustment Assistance Community College Career Training (TAACCCT) grant on behalf of all 15 Iowa Community Colleges including all creative, budgeting, Department of Labor (DOL) policies and reporting, public relations, advertising, and promotion.
- Collaborate with all Iowa community colleges, the Iowa Association of Business and Industry (ABI), the workforce system, employers, and other community organizations to develop a comprehensive campaign ("Elevate Advanced Manufacturing") including an employment and career website for the advanced manufacturing sector – [www.elevateiowa.com](http://www.elevateiowa.com).
- Cultivation of public relations opportunities; writing press releases, editorial content, providing commentary and quotes, and positioning organization for stories in relevant media outlets.
- Measure and evaluate effectiveness of campaigns, plans and promotions.
- Chairperson of the DMACC Healthy Connections Wellness Committee including the development, coordination, and analysis of DMACC's employee wellness activities, internal communications plan, and increase awareness of DMACC policies and procedures.

**Vice President of Marketing** (August 2012 – March 2013)

BettrLife Corporation, Urbandale, IA

- Start-up market evaluation, tactical planning, corporate position marketing with competitive analysis, customer segment selection and penetration plans, and related product positioning and execution.
- Oversee marketing and communications including branding, public relations, advertising, trade shows/events, collateral materials, market research management, website design and content, development of product launch plans, pilots/trials, client education materials, presentations, sales tools, and general sales support.



# SUSAN E. METHENY

## **Marketing Manager** (June 2008 – August 2012)

Seneca Companies, Des Moines, IA

- **Notable Accomplishments:** Designed marketing programs and strategic communication plans positively influencing revenue from \$67M (2009) to over \$100M (2012).
- Development, strategy, budgeting, execution and evaluation of all Marketing/Communication plans and budget to support nine corporate divisions in 10 geographic locations. Duties included email communications, copywriting, graphic design, advertising, public relations, presentations, corporate collateral, social media, networking, direct mail, promotional items, 50+ annual events and more.
- Played an integral role in the development, administration, and training of Oracle CRM on Demand (CRM) and e-commerce website; developing industry identification system to identify, classify and track client contacts, leads and purchases and integrating marketing campaigns, serving as the programs' learning and development lead for internal and external teams.

## **Marketing Communications Specialist** (February 2005 – June 2008)

Multiplan, Inc., Rockville, MD/Telecommute

- **Notable Accomplishments:** Achieved a 32% response rate on direct mail campaign to attract and retain vanishing accounts.
- Responsible for copywriting and improving marketing campaigns for national managed healthcare PPO network reaching 40 million consumers through healthcare payer, targeting more than half a million healthcare providers.
- Create specifications for the construction, testing and maintenance of corporate website along with management of content and copywriting.
- Overhauled a complex (60+/annual) tradeshow schedule and process to enhance internal communication, create a more impactful presence and achieve greater ROI.
- Accountable for producing results through copywriting and design for tools including corporate collateral, sales tools, advertisements, presentations, direct mail and events.

## **SOFTWARE & SOCIAL MEDIA**

- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Graphics Applications: Adobe Photoshop, Illustrator
- Oracle CRM On Demand, Sugar CRM, TargetX
- Facebook, Twitter, Instagram, LinkedIn, Snapchat, YouTube (Managed accounts/advertising)

## **EDUCATION**

- MA, Masters in Communication Leadership, Drake University - Marketing Concentration
- BA, Journalism and Mass Communication, Drake University - English Concentration