

**Areas of Expertise**

Business development, sales, client and relationship management. Marketing strategy development, including social media, public relations, media relations, advertising, RFP construction, project and team management.

Supporting Experience

Fundraising development, donor relations, integrated campaign strategy, nonprofit auditing and governance.

Professional Experience

SIGLER COMPANIES; Des Moines, IA (2004 – Present)

Senior Business Development Executive Lead: Sigler & Alt Studios (August 2012 – Present)

Manage new business relations for Sigler and Alt Studios, driving 2013 rebranding and marketing initiatives. While working with an eight-person Sales staff, responsible for lead generation; including meeting arrangement with key executives, marketing presentation planning, orchestration of pitch and closure. In conjunction with our President, charged with Sigler's overall corporate growth strategy.

Senior Business Development & Sales Executive (January 2008 – August 2012)

Business Development Strategist (May 2007 – January 2008)

Instrumental in developing business which has led to an estimated \$20 million in collective revenue, and 24% growth between 2009 - 2012. Consistently generate leads, which have produced more than 450 new business contacts and led to the creation of new house accounts. Provide leadership and support to the President, Vice President, Director of Sales and a 12-person Sales staff. Organized prospecting efforts for business development opportunities on a statewide and national scope. Created strategies to target and secure new business from present and potential customers. Developed materials and presentations customized to each new project opportunity.

Public & Media Relations Coordinator (December 2004 – May 2007)

Special Event Coordinator (May 2006 – May 2007)

Manage all public relations and media needs for an array of accounts spanning various industries. Responsibilities include, but not limited to, proposal writing, campaign concepting and branding, organization of marketing and public relations plans and accompanying materials, special event coordination and account management. Experience in design concept processes and component writing for media kits, including campaign promotional materials. Expertise in all areas of a multi-faceted creative agency, developing insight into project management, graphic design, copywriting, special event planning, promotions, printing and publishing.

Public Relations and Strategic Marketing Intern (June 2004 – December 2004)

Help write and create event media kits specific to nonprofit outreach, organize grassroots marketing and public relations campaigns, assist in researching support materials for proposal requests. Exposure to the media relation's field, and familiar with the Vocus PR Software program. Arrange research findings and transfer to useable spreadsheet formats.

IOWA STATE UNIVERSITY, Ames, IA

Marketing Research Assistant,

Iowa State University College of Business, Ames, IA (2004 – 2005)

Compile data, code entries and record findings throughout the process of a full-scale study on the advertising effects on American youth. Work closely with College of Business professor and advertising study organizers to complete project for publishing.

Application Knowledge

Microsoft Office, Windows XP Professional, Blackbaud, Kintera and Total Resource Campaign (TRC) Fundraising Platforms, Constant Contact, ProjectManager.com, ZOOM CRM, Hoovers 2008, Hagen, Mac OS X, Quark XPress 6.0, Vocus PR 2004 – 2011, Monarch



Susan R. Hatten

Professional Affiliations & Community Involvement

Variety – The Children’s Charity

- Past-President & Executive Board Member –Present
- Variety International Board Member – June 2011 – August 2013
- Ashley Okland Star Playground Fundraising & Campaign Co-Chair – August 2012 - Present
- Variety Black Tie Gala Co-Chair – April 2012 - Present
- Variety Telethon VIP Co-Chair – September 2010 – February 2012
- Variety International Presidential Citation Award Recipient – May 2011
- Variety Rising Star Award Recipient – March 2010
- Communications Director & Executive Board Member – July 2009 – July 2010
- Variety Telethon VIP Captain – November 2009 – February 2010

Winefest Foundation of Des Moines

- Winefest Des Moines Executive Board – February 2012 – Present
- Winefest Grand Cru Co-Chair – August 2012 – October 2013

Des Moines Downtown Chamber of Commerce

- Des Moines Downtown Chamber Membership – January 2011 – Present
- Des Moines Chambers and City Council Collective – November 2009 – June 2011
- Des Moines Downtown Chamber – Founding member and board member, Secretary, October 2008 – December 2010

Women’s Leadership and Involvement

- Junior League of Des Moines Event Committee – January 2013 – Present
- Lead Like A Lady Member – December 2012 – Present
- Women For Wishes Member – October 2012 – Present
- PEO Women’s Group – Chapter Member, July 2001 – Present
- Alpha Gamma Delta Women’s Fraternity – Alumnae Member, Present

Honors and Additional Achievements

- JUNTO Leadership Network Founding Member – March 2012 – Present
- dsm Magazine Feature Blogger – September 2013 - Present
- Young Professionals Connection Amy Jennings YP of the Year and Member – January 2012 – Present
- dmJuice Young Professional of the Year – January 2012
- Des Moines Business Record’s Forty Under 40 – March 2011
- Des Moines Downtown Chamber Ambassador of the Year – November 2011
- Business Leaders United National Committee – April 2012 - Present
- Des Moines Symphony Planning Committee – January 2011 – Present
- Make-A-Wish Foundation of Iowa – Wish Granter & Volunteer, May 2006 – Present
- Salisbury House and Gardens Development Committee – July 2010 – July 2012
- Big Brothers & Big Sisters of Iowa – Big Sister & Volunteer, February 2008 – June 2010
- Public Relations Society of America – Professional Development Co-Chair, 2006 Institute Programming Chair, October 2006 – 2007
- Advertising Professionals of Des Moines – Member, July 2005 – Present
- United Way of Story County – Communications Board Member, March 2004 – July 2006

Education

Bachelor of Science ■ 2004 ■ Iowa State University, Ames, IA ■ Majors in Marketing and Apparel Merchandising

■ References Available Upon Request