

Susan Tyson

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Professional Summary

Integrated marketing communication executive with a love for the B2B consultative sales cycle, including developing targeted messaging for internal and external customers, and training sales representatives. Process-driven professional able to lead 10,000-foot strategic planning, generating spot-on tactical road maps, and successfully driving results under tight deadlines and shifting priorities. Mentor and leader of creative teams experienced in account management, and crafting content marketing and social media plans. Background in event planning and maximizing benefits from conference attendance. Industry experience includes healthcare, automotive and technology in corporate and agency environments.

Professional Experience

SG Tyson & Associates Marketing Consultant

Chicago, IL
2014-present

Company focuses on short-term, quick solutions to marketing challenges.

- Providing strategy and planning support to a high-quality design, strategy and marketing agency. Includes new business planning and proposals, and account management.
- Functioning as an outsourced marketing director for a company in a specialized B2B/B2C service industry niche. Strategy and planning, social media planning, etc.
- Provided strategy and planning for an online member-based resource for car dealers. Tied together the marketing and promotional tools, including consumer events, dealer sales tools, multimedia promotions, content marketing and online training.
- Managed client relations, marketing and boutique management for a custom men's tailoring operation. Streamlined processes and implemented tighter systems.
- Researched conference prospectus proposal options to provide guidance and recommendations for a conference management firm.
- Advised a local online website targeting car repair shops to advance the company's knowledge of the retail car sales industry.

Chicago, IL

Misix Inc.

Director of Communication Services

2012-2014

A data-driven, full-service marketing agency that leverages data throughout the marketing process to inform recommendations and decisions. Primary clients included IAA (Insurance Auto Auctions), IAnet and the College of American Pathologists (CAP). Strengthened the creative team, combining content, design, strategy and digital teams into a collaborative group.

- Researched and developed the planning strategies that formed the basis for the agency, clients and new business work.
- Established and implemented processes and procedures to improve project management within group and across the agency.
- Planned and executed a demand-generation program for the College of American Pathologists, which produced \$600K in new revenue in the first six months, with a positive ROI of greater than 150%. Also created the practice management assessment tools called Value-Based Business Center.
- Oversaw new collateral development and tradeshow execution for IAnet, a network of independent auto and property appraisers.

SG Tyson & Associates Marketing Consultant

Chicago, IL
2010-2012

KainAutomotive.com, an automotive Internet sales training consultancy specializing in customized solutions.

- Assumed responsibility for promoting and executing the annual conference six weeks before the event, generating 50% more registrations than previous years.
- Designed and executed marketing communications programs, including the monthly workshop program, e-newsletters, email marketing programs and database cleanup.

Dealer Communications / Digital Dealer Conference, a multimedia information source for car dealers with print and digital magazines, email newsletters and the twice yearly Digital Dealer Conference & Exposition.

- Strengthened the outbound communications effectiveness for the conferences, almost doubling the year-over-year registrations for fall 2010 and spring 2011.
- Developed the Digital Dealer webinar program with content from some of the best conference presentations and executed a full communications program, resulting in better than anticipated webinar registrations.

Cars.com
Marketing & Sales Development Manager

Chicago, IL
2002-2010

Cars.com is the leading online automotive website. Hired to focus on dealer programs and subsequently promoted to build out robust channels for salesforce communication. Rebuilt the sales communication process from the ground up to improve overall communication efficiency and effectiveness. Focused content in email messages on the extranet and Salesforce.com, webinars, videos and meetings. Kept sales team current on products, pricing and promotional shifts.

- Expanded the Cars.com presence at tradeshow and events from 7/year to almost 40/year, including sales staffing and training, and oversaw design and production of new tradeshow booths (100 sq. ft., 400 sq. ft. and 3,000 sq. ft.).
- Evaluated, enhanced and refined the process and practice for delivering information to the sales team.
- Produced sales meetings twice a year, which continued to raise the bar in effectiveness, excitement and buzz. Project managed all aspects of the meetings from the agenda and content development through facilities set up and meeting execution.
- Generated a meeting satisfaction score of 4.8 on a 5-point scale on post-event surveys of attendees.

DraftWorldwide
Account Director

Chicago, IL
1999-2002

Draft (now FCB) focused on direct response and healthcare. Similac Welcome Addition Club was conceived and launched by Draft in 1992 as the first-ever relationship marketing program for the category. Responsible for revamping and upgrading the program and incorporating emerging media.

- Increased the number of program mailings from 24 contacts over the course of a mother's pregnancy and baby's first year to more than 60 mailings, continuing well past the baby's second birthday.
- Expanded the online component of the club to include email messages with frequency similar to the mail program, including social networking opportunities and online coupons.
- Achieved enrollment response rate increases of as much as 5%. Overall satisfaction with the Similac program was 23% higher than satisfaction with competitive programs.

Jacobs & Clevenger, Inc.
Associate Account Director

Chicago, IL
1998-1999

Founded by direct-response specialist, Ron Jacobs, Jacobs & Clevenger is a privately owned direct-response ad agency. With deregulation looming, ComEd needed to build a relationship with their business customers to ensure retention when customers could choose an alternate energy resource. Through relationship marketing focused direct mail, communication programs on the new legislative rulings, targeted business product programs and seasonal initiatives and built confidence in ComEd and its services.

- Generated a customer retention rate of more than 80% after deregulation.

Frankel & Company/Arc Worldwide
Account Supervisor

Chicago, IL
1996-1998

Frankel & Company (now Arc Worldwide) is a promotional and direct marketing agency with offices in major U.S. cities. Worked with the Oldsmobile account team to update brand messaging and add spark to the company's consumer image.

- Managed the launch of the agency's first direct-response program for the Oldsmobile Eighty-Eight, which drew a higher response (+10%) than any previous Oldsmobile initiative.
- Boosted the Cutlass brand's sagging market share by reintroducing the brand through targeted direct mail and special promotional events, generating a five-point lift in market share in 10 months.

Education | Professional Development

DePaul University, School for New Learning (Chicago, IL)
MLA, focus on teamwork and leadership.

DePaul University, School for New Learning (Chicago, IL)
BA, Communications.

Hub Spot Inbound Marketing Certified 2016

Net Promoter Certified 2014

Northwestern University (Evanston, IL)
Business and marketing coursework.