
Susan M. Helvie

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DIRECTOR OF MARKETING

Brand Management | Marketing Communications | Integrated Advertising | Media Buying

Dynamic, cross-functional team leader with expertise in making strategic decisions on branding and marketing campaigns based on data.

Project Management: History of bringing teams together to create efficiencies and deliver programs on time.

Brand Advertising: Direct campaigns that consistently increase awareness, engagement and response.

Market Research: Utilize focus groups, syndicated data, and results to create actionable marketing plans.

“Incredibly **dedicated, hardworking** and very knowledgeable about her client's business. She earned her client's respect and reliance, while **mentoring and leading her team effectively.**”

“A strength of Jane's is **her desire to consistently** make progress and **find more efficient methods of getting results.**”

“She knows her stuff, and is **able to clearly define and convey the requirements of her projects.**”

See more recommendations at www.linkedin.com/susanmhelvie.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

WAVE MEDIA, Huntington Beach, CA

February 2012-Present

Account Director

Manage \$6M-\$20M client media budget. Oversee 1 direct report as well as 6-8 indirect across other departments. Utilize syndicated data from Nielsen and comScore to conduct competitive analysis and analyze market trends for client. Negotiate with networks to optimize buys and identify value-add opportunities.

- Increased revenue 40% by scaling client campaigns.
- Reduced cost per visit (CPV) 58%, grew new visits 13% year-over-year (YOY), and increased branded SEM visits 9% through optimizing media placements for client.
- Collaborated with executives, and media and analytics teams to create responses to RFPs, RFIs as well as led presentation with prospective clients; secured 1 new client and 1 pending client during tenure.

Client snapshot: CoolClothes.com; BrainTraining.com

HOT SHOT ADVERTISING, Torrance, CA

February 2006-January 2012

Management Supervisor (2009-2012)

Promoted to mentor and train 9-member team, including contract workers. Managed \$15M-\$20M production budget. Created multi-channel integrated marketing campaigns for 3 national product launches. Partnered with PR agency to develop comprehensive support plan for all-new client-driven initiative.

- Moved purchase consideration score for Honda from 20% to 60% over 10 years of racing involvement.
- Directed award-winning multimedia integrated fan engagement campaign consisting of 12 webisodes, 4 TV spots, 3 radio spots, 3 print ads, website, contest, social media and on-site elements.

Results: 180K registrations, 1.6M Facebook shares and 6M page views.

Awards: Multiple Internet Advertising Competition (IAC) awards, including Outstanding Achievement in Internet Advertising; FWA (Favourite Website Awards) Site of the Day; and Communication Arts Advertising Annual Award for Best Integrated Campaign.

- Grew website visits 5x over prior year through expanded online content.
- Developed process flows for on-boarding new talent as well as new clients.

Client snapshot: Honda, HondaRacing.com

Continued

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS CONTINUED – HOT SHOT ADVERTISING

Idea Supervisor (2006-2009)

Hired to lead launch of Nissan into NASCAR Cup Series and apply sweepstakes expertise to new campaigns. Supervised advertising efforts for 5 brands, including 2009 launch of Nissan Crossover. Ensured consistent messaging for brands by partnering with corporate sponsors, external agencies and internal departments.

- Surpassed category leader by average of 6% in 2 of 3 key brand imagery goals for new nameplate.
- Achieved 58% cross-shop rate among consumers intending to purchase crossover vehicles.
- Exceeded anticipated on-site traffic 20% for Toyota display at national sporting event.
- Designed first-ever pro-bono business campaign strategy that led to approval of integrated campaign.
- Streamlined more than 200 campaign development steps across TV, print and online mediums to reduce redundancies and identify areas for increased engagement.

Client snapshot: Nissan, Not-for-Profit

SQUARE MEDIA, Norwalk, CT

April 2005-February 2006

Account Manager, Sweepstakes & Promotions

Led and managed staff during in-market sweepstakes fulfillment. Collaborated with multiple agencies and client teams to develop, implement and lead marketing campaigns. Evaluated results of completed programs to make recommendations to improve future campaigns.

- Increased sweepstakes engagement 10% YOY.
- Conducted audit of past campaign to strategize marketing efforts for newly merged client entities.

Client snapshot: Verizon, Nextel

HOT SHOT ADVERTISING, Torrance, CA

January 2001-March 2005

Account Supervisor | Assistant Account Executive

Hired as Assistant Account Executive, rapidly promoted to Account Executive, and ultimately Account Supervisor. Managed 6 production staff. Liaison between dealer associations and NASCAR. Developed budget forecasts and 18-month communication plans for multiple models and racing endeavors.

- Achieved 75% recall and 17% increase in sedan consideration through partner advertising campaigns.
- Attained 80% regional activation from dealerships in first year of involvement with NASCAR by developing guidelines handbook.
- Mentored 10-12 interns on summer project, culminating in group presentation to executives.
- Met sales goals of launch plan for SUV in California.
- Developed tracking system to ensure timely delivery of 100+ print assets.

Client snapshot: Honda, Honda Motorsports

EDUCATION

Master of Arts in Advertising

Indiana University, Bloomington, Indiana

Bachelor of Arts in Advertising & Public Relations

Indiana University, Bloomington, Indiana

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook)

HootSuite; Google Analytics; WordPress

Adobe Acrobat; Familiar with Adobe Creative Suite