

Susan Atwell

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Integrated Producer

Career Experience

VIDEO & AUDIO PRODUCTION
MARKETING & COMMUNICATIONS
PUBLIC RELATIONS & SOCIAL MEDIA
EVENT & PROJECT MANAGEMENT

Professional Overview

Energetic and reliable manager skilled in working with a diverse group of people. Hard-working, multi-tasking manager. Results-oriented professional with excellent communication and relationship-building skills. Committed and motivated with exceptional decision-making skills. Strong work ethic, professional demeanor and great initiative. Conscious of budgets and deadlines at all times. Consistently investigate cost saving strategies. Thrive on stringent timelines and working under pressure. An effective motivator and team builder. Excellent communicator, both verbally and visually. Excellent computer skills with the ability to work independently or as part of a team to meet project deadlines. An effective motivator and team builder.

Skill Highlights

- Meet deadlines
- Schedule management
- Critical thinking
- Meets/exceeds goals
- Team building
- Tough negotiator
- Project planning
- Team liaison
- Attention to detail
- Microsoft Office skills
- Multi-tasker
- Plays well with others

Core Accomplishments

Employee Management

- Liaised with clients to establish schedules, budgets and process implementation for creative projects. As the Production Manager, for a promo television shoot for TruTV, was commended for excellence with regard to the established staff and finishing on time and on budget.

Budget Management

- Able to create and keep to strict client budgets while delivering exceptional end products. Moved an entire production shoot from Montana to Alaska with no overages and still completed on time.

Vendor Management

- Negotiated low vendor rates for greatest ROI. Able to work with tight budgets and negotiate best rates for clients.

Technology Proficient

- Developed a strong knowledge of new Digital Asset Management software while keeping abreast of new applications that increased efficiency and productivity for agency and clients.

Professional Contacts

- Possess virtually endless resources from prior professional relationships. Including, but not limited to, video and audio crews, post production and digital management, extensive creative resources.

Professional Experience-Formal Education...

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Professional Experience

Executive Producer/Senior Vice President

Managed the Chrysler and Jeep dealer accounts for a global advertising agency. Provided client with creative advertising and marketing solutions for its three brands; Jeep, Chrysler and Dodge. Attended client and creative meetings as a production advisor, facilitated production from initial creative through finished product utilizing internal resources and external vendors. Maintained open communication between clients, account, creative and production departments. Gave expert advice with regard to advertising budgets. Actively participated on location for shoots to produce commercials, event advertising and dealer fulfillment.

- Was an influential Member of the Senior Leadership and Creative Team. Was involved in every aspect of every production, launch and special project, including web and branded content for the Chrysler and Jeep Dealer Groups. Successfully created a smooth running department that the client could depend on.
- As the client's needs rose for quick turnaround spots, was able to establish a complete, on location production in less than 48 hours. Ultimately produced an end-of-the-year spot within the limited time frame and delivered by the airdate.

Producer / Project Manager

Manage and produce creative advertising and marketing campaigns for a wide range of national clientele, effectively managing budgets ranging from \$5,000 to \$1,000,000. Personally facilitate creative development and execution of strategic campaigns and oversee creative and production teams. Establish and maintain budgets utilizing cost saving techniques and work as part of the production team in various capacities:

- As the Production Manager, for a promo television shoot for TruTV, was commended for excellence with regard to staffing and finishing on budget.
- Consistently deliver high quality productions and events within budget and time constraints. Have been commended as a problem solver and team leader.

Social Media / Marketing Director / Public Relations

Establish social media presence for Royal Oak based Salon. Create marketing tools including redesigned website, new, updated logo, client promotions and special events. Actively participate with clients on community outreach projects. Investigate and implement cost saving and streamlined processes

- As Social Media Director, tripled Facebook stats in less than six months as well as build Twitter presence. Implemented Twitter Tuesdays and Facebook Fridays. Create weekly email marketing campaigns.
- As Marketing director, streamlined costs for promotional materials including business cards, new client packages, and postcards. Also created a website with weekly updates and connections to all social media platforms.

Event Manager / Designer

Develop, coordinate and execute large memorable events; create and manage budgets and design marketing materials. Clients include Oakland Hills Country Club Parties and Events, Our Lady Queen of Martyrs Auctions and Oktoberfest Fund Raisers, and MICSA Opening Ceremony for Swim Finals. Effectively coordinate recruiting and scheduling of volunteers. Determine pricing structure to insure greatest ROI. Negotiate rental fees for necessary equipment, food and beverage. Establish working relationship with outside vendors and donors. Possess virtually endless resources from prior professional relationships.

- Began the annual fundraiser for Our Lady Queen of Martyrs parish (over 1200 families). A three-day Oktoberfest event was conceived, delivered and viewed as fun for the whole family. Successfully raised \$25,000 in 2009 followed up in 2010 with a 50% increase in profit of \$37,000; and then in 2011 almost doubling the first year profit to raise \$48,000.

Formal Education

University of Michigan
Ann Arbor, Michigan
Bachelor of Arts: Communications
Bachelor of Arts: Film & Video Studies