SUSAN KRAUSE   
Writer / Editor / Marketing

Career Highlights

## VP Marketing & Client Relations

**Manley Films & Media, Phoenix, Arizona, May 2014-Present**

I’m responsible for working directly with clients to produce high quality digital content and create marketing campaigns and strategies to reach desired outcomes. My client accounts have included the Fiesta Bowl, Precision Air & Heating, Chrysalis shelter for women, Valley of the Sun Jewish Community Center and Vixxo. My work on client accounts include scripting, pre-production and contracts administration. I manage the marketing program for Manley, including all website and email marketing communication. I am also responsible for new client sales and our internship program.

## Sr. Marketing Manager

**Guardian 8 Corporation, Scottsdale, Arizona, October 2013 – April 2015**

I created and implemented marketing strategy for security industry start-up founded by former TASER employees. Built 3 person power-marketing team in-house and managed a roster of exceptional vendors including film production team Manley Films, PR agency MOSES, Inc., and influencer marketing firm EVOLVE! Marketing programs in trade events, advertising, social media, influencer marketing and an aggressive marketing automation program with Hubspot resulting in 300% increase in response from target audiences quarter over quarter.

## Director of Communications

**Earth911, Inc., Scottsdale, Arizona, May 2011 – August 2013**

B2B marketing and communications/PR activities for company created to fill an emerging need in consumer packaged goods & manufacturing for recycling data and communications about recycling with the public. Managed and trained sales staff to use ZOHO CRM. Planned two successful $50K sponsorships of the largest sustainability conference for consumer brands in the US (Sustainable Brands Conference) which resulted in contracts with 3 global consumer brand companies. Created company blog, established social media presence, implemented content marketing plan in conjunction with new web site and brand launch of new business unit, Vertigent. Doubled traffic to business site. Served on team that wrote RFP response to win $223,000 City of Phoenix contract.

## Director of Campus Marketing & PR

**Embry-Riddle Aeronautical University, Prescott, Arizona, Jan 2009 – May 2011**

Worked to reach potential student audiences and their families, as well as maintain and grow a favorable support base in the industries that hire ERAU graduates. United strategic marketing activities to grow incoming class over budgeted enrollment. Implemented a $250K media buy for brand awareness in Phoenix Metro including development of new creative. Executed revamp of all marketing collateral, including creation of new bi-annual tabloid and campus view book; brochures; videos; banners; and related creative. Created and led first University-wide social media task force to design cooperative measures for usage of social media to grow constituencies in prospects, donors and alumni. Served on task force that wrote and won $222K grant for the university to develop a new degree program for students interested in government sector jobs. Received 6 Service Excellence awards for performance above and beyond.