

Susan D. Paprcka

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Susan Paprcka is a Marketing Communications Executive with over 17 years progressive experience in a wide array of marketing communications and media roles in journalism, public relations, and marketing. A motivated, detail-oriented executive with a proven track record in meeting tight deadlines and budgets, and executing effective, efficient communications strategies.

Education and Skills

- B.A., English Literature and Journalism; West Chester University, Philadelphia, PA
- Writer's Institute; University of Wisconsin, Madison, WI
- Proficiency on both PC and Mac platforms: Microsoft Office, Adobe Suite, Quark, InDesign, WordPress, HTML, Google Analytics, Facebook, LinkedIn, YouTube and other social media tools

Awards and Affiliations

- Advisory Board Member; United Way of Racine County
 - Seven Seals Award for Meritorious Leadership; U.S. Dept. of Defense
 - Lecturer and Guest Speaker; Communications, Management and Technology Dept., Alverno College
 - Keynote Speaker; Women in Communications Annual Membership Luncheon
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Professional History

Corporate Marketing Director

United Milwaukee Scrap • Milwaukee, WI

November 2011 to present

Head of the marketing communications department leading strategic marketing and publicity efforts for a large industrial scrap metals processor. Conducted extensive industry and competitive research and developed an effective, fluid marketing plan that presented the company as the new face of the scrap metal industry.

- Worked internally to polish the brand through improved, consistent organizational communications
- Developed media plan to combat negative image of scrap metal industry, developing new tagline and utilizing social media with consistent posts and SEO
- Developed advertising campaigns to support media efforts, developed new content and design for brochures, web
- Conducted direct mail "call to action" campaigns with an average 7.4% success rate

Marketing Communications Consultant

PlantPharm Biomed • Delavan, WI

March 2011 to August 2011

Served as media relations tactician for biotech upstart. Spearheaded publicity campaign that gained national attention in industry blogs, and national news and trade publications. Developed strategy for ongoing brand awareness and SEO optimization based on analytics and market chatter.

Marketing/PR Manager

The Prairie School • Racine, WI

September 2006 to July 2011

Developed and implemented strategic marketing communications focused on goals of retention, recruitment, and elevated brand awareness. Managed media relations campaigns, served as organizational spokesperson, creative management of print, video, web, and social media projects and advertising placement. Select accomplishments included:

- Consistently exceeded recruitment goals by over \$200K annually
- Strategically implemented new social media campaign with nearly 1,000 fans in first three months on Facebook
- Revamped content management system to provide more timely, relevant information to stakeholders
- Developed close media contacts in targeted outlets, becoming a regular contributor to community column
- Successfully implemented crisis management strategies for favorable outcomes

Publications Manager**Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago • Milwaukee, WI****August 2003 to September 2006**

Responsible for corporate publications and internal communications for \$135M non-profit company spanning a 23-county area in southeastern Wisconsin and metropolitan Chicago. Select accomplishments and responsibilities included:

- Increased efficiency by streamlining several functions, such as creating first indexed electronic project archive
- Managing editor of corporate annual report, quarterly community newsletter, weekly employee newsletter and all e-newsletters; produced and managed photo shoots for key marketing campaigns
- Managed complete product rollout of corporate greeting cards, from printed catalogue and e-catalogue to product production, marketing, and order fulfillment

Executive Director**Writing Solutions Group • Waukesha, WI****March 2001 to December 2003**

Founder of marketing communications firm specializing in the creation, strategy, and distribution of written and electronic business communications. Primary focus was on executing effective and efficient sales, marketing, and publicity campaigns for several clients. Generated a network of creative professionals to complement client services and merged business with local advertising agency in July 2002. Sample projects included:

- National media campaign for new software product launch
- Website architecture/site development for emergency response company
- Targeted direct mail campaign for corporate training company
- Creation of client case studies for software manufacturer

Editor and Reporter**BizTimes Media • Milwaukee, WI****October 1999 to May 2001**

Served in a dual role as reporter for a metropolitan bi-weekly business publication, and editor of a weekly career development and employment publication. As reporter, covered the technology and education beats, and as editor, led an editorial team of four, and brought on and managed several professional columnists. Select accomplishments included:

- Promoted to editor after only four months on the job
- Originator of regular technology column "Technology Toolbox"
- Several bylined articles reprinted in other publications such as Wisconsin CPA Magazine, The Milwaukee Journal Sentinel and the Waukesha County Business Resource & Relocation Guide

Marketing Development Manager**Strategic Learning, Inc. • Malvern, PA****July 1995 to September 1999**

Responsibilities encompassed all facets of marketing, promotions, and project management together with strong overall sales support and website management for national training and consulting company. Began as administrative assistant before promoted to management role. Select accomplishments included:

- Managed direct mail campaign that resulted in largest contract in company's history
- Revamped company website, responsible for an approximate 700% increase in web site traffic
- Developed new corporate logo and increased brand awareness
- Wrote and edited articles that were chosen for publication in industry trade magazines, leading to presentation in national training conferences