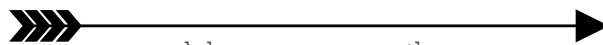




susan h. hartman



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susankhartman.com

## MARKETING POWERHOUSE

Highly accomplished and creative professional well versed in strategic planning, business development, and consumer marketing. Turnkey concept-to-execution of integrated marketing promotions, product launches, and joint ventures resulting in successful brand expansion and increased revenues.

Professional Strengths include:

Branding + Strategy  
Market Research  
Affiliate Partnerships

Digital, Mobile + Social Initiatives  
Content Creation  
Event Concept + Management

Project Management  
Database/Lead Generation  
Marketing Collateral

## EXPERIENCE

### Engagement Specialist

Swayfield, LLC

Feb 2018-current

- Increase brands' sphere of influence via social media engagement and user-generated content via SoCamp platform.
- Turnkey campaign creation, execution, and management from concept to reporting.
- Specialize in helping non-profits create touch points for followers and sponsors to hook into.

### Executive Director, Consumer Marketing

Rodale, Inc.

2014-2017

- Developed effective advertising campaigns, innovative promotions, and partner alliances that engaged consumers via digital, social, print, email, mobile, and community outreach—driving \$6.5MM in annual consumer revenues.
- United input and objectives of ecommerce, editorial, advertising and consumer marketing through project management and direction of Hot House creative team.
- Developed persuasive strategic and promotional plans to launch new initiatives—such as Cover Contest, Zelle website, RWGO mobile app, subscription box, Chef'd Meal Plans, books/DVDs, licensed merchandise, and virtual training.

### Associate Publisher, Marketing

2005-2014

### Director of Marketing

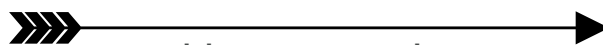
1996-2005

Runner's World

- Revitalized brand messaging and set high benchmarks for dynamic marketing creative, programs, research, and sales materials—driving more than \$25MM in annual ad revenues.
- Provided full-service marketing strategy, concepts, creative, and program execution to national advertising brands as leader of the business development marketing and creative team.
- Drove the vision and production of an annual Heroes of Running awards gala in NYC—including multi-media production, location + talent scouting, staging, sponsor tie-ins, and hospitality resulting in more than 18 million media impressions.
- Propelled vision and project management for brand events such as RW Challenge, RW Half + Festival, Heartbreak Hill Half Marathon—including brand messaging, advertising, and on-site experiences.



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**Advertising Sales Manager**

1986-1996

Runner's World

→ Commanded national sales territory in excess of \$1MM, and supervised sales representatives.

**Editor**

1984-1986

Bicycling, Runner's World

→ Managing Editor of Custom Publishing, Project Manager of product reviews and photo shoots, Newsletter Editor.

**EDUCATION**

Philadelphia School of Psychoanalysis, Philadelphia, PA - 5-year academic program, Student Rep to the Board

Chestnut Hill College, Philadelphia, PA - Completed 24 credits + 2 years clinical training - M.A. in Counseling Psychology

Clark University, Worcester, MA - B.A. English/Creative Writing

**ADDITIONAL SKILLS**

MAC + PC [Adobe Creative Suite, Microsoft Office, Apple]

Facebook Ad Manager, Bounce Exchange, Bootcamp, WordPress, Mail Chimp, Google Analytics

Video + Documentary Film

Grant Writing

Resourceful + Creative Problem Solver

Fast + Proficient Learner

Curious + Innovative

**NONPROFIT**

Saucony Run For Good Foundation [board member]

Tails of Valor, Paws of Honor [board member + grant writer]

**PERSONAL MISSION STATEMENT**

To act with integrity and kindness as a guide for myself and others to live meaningful and happy lives.