



susan h. hartman



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610-905-9108

susankhartman.com

STRATEGIC POWERHOUSE

Highly accomplished and innovative professional well versed in strategic planning, business development, consumer marketing, and departmental oversight. Concept-to-execution management of integrated promotions including digital, social, advertising, events, sponsorship and joint venture platforms resulting in successful brand expansion and increased revenues. .

Professional Strengths include:

Branding + Strategy

Market Research

Sales/Partnerships

Digital, Mobile + Social Initiatives

Finance/Budget

Event & Project Management

Consumer Experience

Data Analytics & Database

Marketing Creative

EXPERIENCE

Consultant

April 2018-present

Self-employed

- Experienced professional specializing in integrated, multichannel, and omnichannel marketing with passion for non-profit work, cause marketing campaigns, and development.
- Well-versed in event conception and execution, market research, and partnership/contract negotiations.
- Versatile content creator, copywriter and editor with broad applications in publishing, advertising, digital and social engagement.
- Exceptional project management—with ability to both think big and sweat the details. Creative, innovative, and intuitive.

Engagement Specialist

Feb 2018-Dec 2020 Sway-

field, LLC

- 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

2014-2017

Rodale, Inc.

- 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.



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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.

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

Resourceful + Creative Problem Solver

Fast + Proficient Learner

Curious + Innovative

NONPROFIT

Saucony Run For Good Foundation [board member]

Tails of Valor, Paws of Honor [former board member]

PERSONAL MISSION STATEMENT

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