

SUSIE WHITE

MARKETING COMMUNICATIONS CONSULTANT

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Ambitious self-starter with a proven track record leading cross-functional marketing and communications teams to achieve goals on time and under budget. I apply a strategic lens, audience focus and energetic efficiency to every project.

RECENT EXPERIENCE

Rhea + Kaiser, Director of Planning and Integration

2018 – 2026

Reporting directly to the agency president, I oversaw integrated strategic planning and execution for b2b agriculture and rural lifestyle clients, managing paid media, content, creative and digital specialists to drive measurable business outcomes. As a steward for my clients' business, I managed account financials, staffing models and scopes of work to ensure healthy, profitable client/agency partnerships. As an agency leader, I contributed to new business strategy, pitch development and presentations, and thought leadership.

- Awarded PR News Digital Award in Micro Influencer category for Indiana Soybean Alliance community engagement program, which surpassed goals by 37% and increased site traffic 26% YOY
- Delaro Complete "Takes Out the Guesswork" awarded NAMA Best of Show for Agricultural Audiences and first place in "New Product Introduction" and "Television Single or Series" categories
- Powered retailer education and POP rollout of brand update for Farnam, the leading Central Garden & Pet equine brand, driving 74% in-store recognition

MSLGROUP, Senior Account Executive – Vice President

2011 – 2018

During my 7+ year tenure with the Publicis Groupe agency, I advanced from a supporting team member in the corporate branding practice to an officer of the company leading some of our largest pieces of consumer business. In these roles, I led earned and owned communications planning and execution and provided day-to-day leadership of direct reports and extended cross-agency teams.

- Awarded PProvoke Media Gold Sabre Award in Educational Institution category for "DeVry University HerWorld: Elevating High School Girls to New Heights in STEM Fields"
- Led \$2.3M KitchenAid public relations program, including events and sponsorships at the International Home + Housewares show and high-profile media placements including The Ellen Show, Southern Living, Better Homes and Gardens, Food Network magazine and Good Housekeeping
- Oversaw strategy and execution of Mazola Corn Oil consumer education which grew category SOV 4 percentage points YOY

EDUCATION

University of Illinois Urbana-Champaign

Bachelor of Arts, Political Science (2006)

SKILLS

Team leadership

Strategic comms

Financial oversight

Reporting and analytics

Client management

Integrated planning

Reputation management

Business acumen