

Suzann Chester
Seattle, WA
312-927-9737
suzchester824@yahoo.com

PROFESSIONAL SUMMARY

Experienced marketing executive in development of multi-channel marketing initiatives, national activation campaigns and new product launches. Extensive experience with Fortune 500 CPG and consumer healthcare companies (Kraft, P&G, GSK and Starbucks).

- Directs business growth opportunities based on strategic insights and market trends
- Creative and collaborative work style, seeking development of the best solution
- Ability to adapt and work well under pressure to changes in business priorities

CORE COMPETENCIES

Strategy & Planning, Strong Communicator, Training & Development, Strong Leadership

PROFESSIONAL EXPERIENCE

Javelin Marketing Group

Senior Account Director, January 2016 – August 2016

- Responsible for all go to market strategy development including social, digital, OOH, and partnerships, messaging and brand positioning
- Responsible for all financials including SOW preparation and overall profitability of the account
- Leader of cross functional team to develop overall program strategy, and communication for the DreamWorks Trolls movie partnership

HunterStraker

Group Account Director Team Leader/Starbucks, 2014 – 2015

- Developed key process changes that resulted in the team being more effective and efficient in day-to-day execution (including creative reviews, brief writing workshop and highly improved ways of working)
- Team delivered over 109 programs that were fully integrated across social, digital, and in store, programs achieved double digit growth on top of double digit growth the previous year while increasing ROI for the brand
- Developed new retainer strategy which led to a 20% increase in revenue vs previous year

Geometry Global

Senior Account Director, 2013 – 2014

- Provided Beam Global Mixables National Activation team with channel strategies, something they had never had before - internally recognized as best-in-class for the company
- Developed proprietary shopper marketing tool to aid all disciplines of the brand (shopper activation, brand and sales) to utilize unused research for annual strategic planning
- Developed a unique platform with a multi-category approach. This platform strengthened GSK's relationship with the retailer and became an annual platform execution

Ryan Partnership

Account Director, 2009 – 2014

- Overall team lead on the GSK business on Walgreens/Target/Kroger/CVS accounts
- Partnered with GSK to develop ground-breaking program for Walgreens in the smoking cessation category. Program was the first true shopper marketing program for GSK and program showed a 9% increase in the overall category. This high impact program was fully integrated across multiple channels including digital, in-store radio and pharmacy department

DDB Chicago

Account Director, 2007 – 2009

- Developed the largest campaign ever for Safeway including 7 new TV spots and new PI radio campaign. Responsible for all aspects of the marketing mix: TV, radio, OOH and online

G2

Account Director, 2004 – 2007

- Shopper Marketing lead on the CoverGirl LashBlast mascara launch, the largest in the history of the brand, including distinct marketing plans for Target, Walmart, Walgreens and CVS with trial of over 81 million shoppers
- Kraft Top Customer for Target, Safeway, Kroger and Albertsons. Developed annual planning and strategic leadership for team that was the number one customer marketing team for the year. Our team was best-in-class for the all Kraft customer teams and our evaluation scores increased from 2.7 to 4.8 in just one year

Unicom Marketing Group

Account Director, 2002 – 2004

- Worked with our top B2B clients to develop media campaigns including print, direct mail and web site development along with annual planning
- Increased revenue for the agency by 20% over previous year by developing strong relationships with our current clients

The Integer Group

Account Director, 1999 – 2002

- Team Leader for developing a proprietary in-store merchandising the shopper marketing tool to help create impactful in store merchandising and communication in the retail environment
- Partnered with P&G to create a brand character for the Dollar General retailer including in store merchandising that also incorporated P&G equities and tagline development
- HABA research development lead for the low income consumer which resulted in the addition of 15 new P&G skus to the account leading to increased sales to #9 from #15

Prior Experience

M&M/Mars and Pillsbury, 1985 – 1999

- Began my career in field sales for 4 years, then moved to the National office at M&M/Mars where I developed national brand promotions for M&M's Chocolate Candies (Brammy Award winner), Starburst Fruit Chews (Silver Reggie award winner) and new product launches for M&M's Crispy and Starburst Hard Candies, brand management, as well as a pioneer in the development of channel strategies and shopper marketing for M&M/Mars

EDUCATION

Bachelor Business Administration, Marketing – Iowa State University (1985)
