

**Susie Zimmermann**  
**301-213-1300; susiechannelz@gmail.com**

## **Professional Experience**

### **Owner/President**

#### **Channel Z Marketing, New York, NY**

May 2004—December 2010; January 2018—Present

- Founder and owner of company specializing in marketing, communications, and public relations services for an array of commercial and not-for-profit clients.
- Provide marketing strategy and planning, tactical deployment, and marketing audits.
- Specialties include news/feature writing, advertising and collateral strategy and copywriting, media relations, script and speech writing, video production, campaign theme development, employee relations programs, brand rollouts, and special event and conference planning.
- Work on my own as well as with several partners for key projects, including designers, art directors, video producers, and training facilitators.

### **Director of Communication**

#### **Bullis School, Potomac, Maryland**

March 2010—February 2018

- Strategize, develop and manage all communications for independent school (grades K-12).
- Responsible for communications and branding strategy; media relations; community/constituent communications; promotional outreach; website, video and social media; advertising; admissions and collateral development.
- Developed new brand strategy and website, advertising, and collateral.
- Launched and expanded social media presence.
- Redesigned website and created new site map/strategy, including new web tools and features.
- Copywriter for all major promotional and communications material, including viewbook/brochure, advertising, magazine, website and press releases.
- Expanded media coverage for school activities as well as major news events and announcements.

### **Director, Communications and Marketing**

#### **Manufacturing Extension Partnership, National Institute of Standards & Technology, U.S. Department of Commerce**

April 1995—May 1997; October 2000—May 2004

- Developed and managed national marketing strategy for manufacturing assistance program.
- Launched new consumer brand of service, including internal brand education and awareness building campaign.
- Created and managed all communications and marketing activities, including brand management, website and e-marketing, advertising and promotions, collateral production and publication, annual conference, special events, and public relations.
- Coordinated activities of more than 60 marketing managers at affiliated offices nationwide, including ongoing communication and knowledge sharing, new personnel mentoring, cooperative efforts, and tri-annual group conferences and training.
- Served as liaison on public relations activities with other NIST offices.
- Supported internal MEP staff with marketing materials, speaker and press training, and copywriting and editing.
- Managed \$1 million budget annually and staff of six employees and multiple contractors.

### **Senior Marketing Specialist**

#### **AmeriCorps, Corporation for National Service, Washington, DC**

July 1998—October 2000

- Managed marketing strategy and activities for volunteer/member recruitment.
- Supervised staff and vendors to produce ad campaigns, brochures, direct mail, telemarketing, fulfillment, and other promotional activity.
- Redesigned and rewrote award-winning AmeriCorps recruitment website.
- Created and developed first on-line recruitment system for use by 2200 AmeriCorps program sponsors to engage 50,000 members into service annually.

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## Director of Marketing

### Chartwell Health Management, Inc., Bethesda, Maryland

May 1997—June 1998

- Developed and managed communications and marketing program for start-up insurance brokerage.
- Conducted market research to identify niche opportunities and define positioning. Created employee communications products for client companies, including benefits promotional books and health advocacy materials.

## Manager, Washington Area Recruitment Office

### Peace Corps, Washington, DC

June 1993—April 1995

- Managed 14-person regional office to promote Peace Corps and recruit prospective volunteers.
- Directed and supervised marketing outreach strategy and recruitment campaigns.
- Developed customer service programs to improve telephone information requests, fulfillment, and applicant-oriented processing systems.
- Increased office production by 35%, in spite of high staff turnover resulting from agency-mandated term limits.

## Director of Marketing (acting)

### Peace Corps, Washington, DC

August 1992—June 1993

- Directed marketing strategy and managed national marketing budget and activities for Peace Corps awareness and recruitment nationwide.
- Supervised staff of 12, including in-bound customer service operation. Coordinated activities of 15 regional public affairs specialists.

## Marketing Specialist

### Peace Corps, Washington, DC

July 1990—August 1992

- Planned and implemented targeted direct marketing campaigns to recruit volunteers.
- Developed 30th anniversary commemorative poster, gaining participation from all divisions to lessen unit production cost.

## Account Manager

### Harris Marketing Services, Alexandria, VA

October 1989—July 1990

- Managed advertising and public relations activities for retail and corporate accounts.
- Produced "Taste of Arlington" fundraising event; consulted with other community "taste" events.

## Retail Promotions Coordinator

### The Oliver Carr Company, Washington, DC

December 1987—July 1989

- Managed promotions and merchant associations for four retail centers.
- Produced special events, promotions, signage, and marketing campaigns within limited budgets.
- Won sponsorships from community organizations to supplement publicity efforts.

## Projects and Promotions Coordinator

### Charles Street Management Corporation, Baltimore Maryland

June 1986—August 1987

- Created and implemented marketing programs for revitalized downtown area.
- Initiated and produced cooperative promotions for groups of fashion retailers and performing arts organizations.

## Marketing Representative

### Destination, Inc., Atlanta, GA

December 1984—June 1986

- Marketed company travel services to corporate clients.
- Selected by Eastman Kodak to plan three major sales meetings.
- Developed promotional travel packages with Delta Air Lines, the Peach Bowl, the Atlanta Braves and other community organizations.

**Education** B.A. English, University of Virginia, 1984.