

# Susie Bacus

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*Strategic marketing leader with experience in influencing cross-functional teams to develop and build solutions to achieve organizational objectives. Strong focus on approaches that improve the user experience and drive bottom-line revenue.*

## Professional Experience

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### Principal Marketing Consultant

January 2024 - Present

Susie B. & Co. | USA

- Proven track record of devising and implementing successful digital marketing strategies for diverse clients across various industries.
- Expertise in utilizing analytics tools to assess campaign performance, optimize strategies, and drive meaningful results, consistently exceeding client expectations.
- Proficient in creating engaging content for digital platforms, including social media, websites, and email marketing, to enhance brand visibility and customer engagement.
- Strong understanding of SEO techniques, PPC advertising, and social media algorithms, adept at leveraging these channels to increase online presence and drive targeted traffic.
- Exceptional communication and client management skills, demonstrated through building long-term relationships, understanding client needs, and delivering tailored solutions that align with business objectives.

### Sr. Account Executive

May 2023 - Present

Grafik | Tysons, VA

- Proven track record of successfully managing and growing client accounts for large enterprises.
- Expertise in developing and implementing comprehensive marketing strategies to achieve client objectives and drive business growth.
- Build strong relationships with clients, acting as their trusted advisor and point of contact for all marketing initiatives and website redesigns.
- Manage cross-functional teams and collaborate with creative, media, and digital departments to deliver integrated marketing campaigns.
- Conduct market research and analysis to identify market trends, competitor strategies, and consumer insights, leveraging data-driven insights to inform marketing strategies.
- Increased sales and client retention by using excellent communication and presentation skills, with experience delivering persuasive client pitches and presenting campaign results to key stakeholders.
- In-depth knowledge of digital marketing channels, including social media, email marketing, SEO/SEM, content marketing, and paid advertising platforms.
  - Industries: Financial Services, SaaS Technology, Higher Education, Media and IT

### Director of Marketing Services

January 2022 - May 2023

Foster Web Marketing | Alexandria, VA

- Created and delivered go-to-market strategies for new services among target markets that instantly increased revenue by 20% amongst current clients.
- Saved 2000 employee hours per year by driving ambitious business solutions to increase team reporting efficiencies with a new automated deliverable.
- Successfully spearheaded the implementation of EOS (Entrepreneurial Operating System) for the business, driving enhanced organizational efficiency, streamlined processes, and improved overall team collaboration
- Increased revenue by 25% YoY by developing and nurturing strong partner programs.
- Oversee 16-person team and network of 90+ global businesses to manage brand and positioning, elevate their reputations, and advance their mission and program goals.
- Developed product strategies to present to leadership and cross-functional stakeholders to increase client satisfaction and transparency.

- Manage the growth of our internal SaaS product through driving engagement, demand, pipeline, and revenue.
- Leverage qualitative and quantitative data to determine and track key business metrics and establish departmental goals which uncover business inefficiencies to improve.

### **Sr. Digital Marketing Strategist**

**March 2017 - January 2022**

Foster Web Marketing | *Alexandria, VA*

- Retained 86% of client accounts during tenure at the agency.
- Established strong positioning and messaging strategies for new email campaigns that led to a 25% higher conversion rate compared to previous campaign launches.
- Conceptualized, designed, and maintained 12 client websites, integrating interactivity, content management, SEO and Social Networking to increase brand following by 30% and boost lead conversion by 50%
- Collaborating with design teams, strategy, and development teams to successfully launch 40+ medium to enterprise-level websites, many with \$20 million+ revenue.
- Created differentiated messaging and powerful sales and campaign content using StoryBrand for clients and FWM that lands with customers and drives engagement through campaigns, events, meetings, website, and social media online.
- Performed high-level SEO keyword & competitor research as well as overall opportunity analysis for clients to identify gaps and growth opportunities to develop an SEO action strategy.

### **Digital Marketing Manager/Community Liaison**

**April 2016 - March 2017**

BrightStar Care | *Ashburn, VA*

- Managed and developed .5 million dollars in sales with a portfolio of over 100 customers.
- Led the seamless integration of the Entrepreneurial Operating System (EOS) into the business framework, resulting in heightened operational efficiency, streamlined processes, and strengthened team collaboration
- Increased sales revenue 40% in 4 short months with a 55% Gross Margin by the creative development and execution of digital marketing initiatives to support business strategies.
- Drove positioning and messaging for partnerships via marketing collateral.

### **Co-founder/Brand and Marketing Manager**

**March 2015 - April 2016**

Bacus Woodworks | *Warrenton, VA*

- Drove sales through strategic online marketing strategies, created print and electronic media that reduce promotional cost and generate increased ROI
- Established thought leadership and provided innovative solutions in a new business that was growing and evolving rapidly.
- Developed Business Plans with cost analysis and drove product development strategies for launching new products.
- Conducted market research to define market segments, assist in the development, design, distribution and analysis of customer and industry surveys.

## **EDUCATION**

**Bachelors of Science in Mass Communications/Concentration in Public Relations**

**2004-2008**

Radford University

## **SKILLS & CERTIFICATIONS**

**Skills:** StoryBrand Messaging | Project Management | Agile | SEO | SEM | Link Building | Critical Thinking | Salesforce | GA4 Set Up and Management | JEPTO | SuperMetrics | Business Development | Email Marketing | Schema Markup | Technical SEO | Google Analytics | SEMRush | Ahrefs | Screaming Frog | Google Data Studio/Looker | Website Audits | Content Strategy | Content Marketing | Facebook Ads | LinkedIn Ads | Jasper.ai | ChatGPT | Go To Market Strategies | Business

Roadmap Creation | Marketing Analytics | User Experience Writing | Consumer Research | Growth Marketing | Competitive Analysis | Product Marketing | Project Management | Content Marketing | Copywriting | Brand Development & Messaging | Team Management

**Certifications:** Google Ads | Google Analytics | HubSpot | Microsoft Excel