



SUSAN M. LYONS

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ABOUT ME

Integrated marketing professional with experience developing products and strategies focused on lead generation, increased engagement, fundraising, and patient experiences.

Experience working in agile environments, leading small cross-functional teams and collaborating with senior management.

Obsessed with simplicity and cohesive user journeys.

EDUCATION:

School of Visual Arts:
BFA

INDUSTRY EXPERIENCE

Biotech/Pharma, Finance, Non-profit,
Lifestyle/Editorial, Automotive

AWARDS / RECOGNITION

STEVIE AWARDS

2017 Motivational Video - Bronze
The Many Faces of OFF

GDUSA

2015 *National Sales Meeting Mural*
2008 *Every Baby Has a Story*

WEBBY Awards

2006 Official Selection Community
Share Your Story Website
2005 Honoree
Prematurity Awareness Day Website

e Philanthropy Awards

2006 Best Online Community Site:
Share Your Story

Web Award: Outstanding Website

2005 *WalkAmerica,*
Online Fundraising Tool
Nacersano.org
From Polio to Prematurity

International Web Pages Awards

2001 Creative Excellence Award,
Print @ Kodak

DealerDNA

2018 - Present

FREELANCE

2012 - Present

ACORDA

2015 - 2017

TIME WARNER CABLE

2012 - 2015

66 MAIN STREET

2011 - 2012

MARCH OF DIMES

2001 - 2011

● Creative Director Marketing & Communications

- Copy and creative direction for PR and marketing
- Agile redesign of on-line product and back end Portal UI
- Designed flow and ui of on-boarding process for white-label clients
- Designed real-time, template-based, database-driven advertising
- Developed strategies to increase leads and engagement
- Tweaked on-line flow increasing leads by 50%

● Marketing Strategist/Art Director/Designer

- Consulting with non-profits and local businesses, providing a variety of creative and marketing services.
- Exploring/defining integrated marketing strategies
 - Creating marketing material and assets (PowerPoint presents, emails, social media, banner campaigns, video and print)
 - Teaching clients how to maintain/monitor social media and site content updates

● Art Director

- Partnered with the ECD to build an in-house design team (out-performed agency equivalent 4 : 1, saving time and money)
- Led creative team on projects from brainstorming, thru concept, production, and delivery
- Designed innovative and strategically-driven material (Internal & Ext. Communications, Drug Packaging, Interactive Exhibits)
- Delivered solutions on all stages of drug development including; Clinical Trial, Disease State, and Marketed Drug (Packaging and Advertising)
- Developed creative on FDA-submitted materials - collaborating with Regulatory leads
- Managed priorities of internal staff and ext. agencies/vendors

● Art Director / Creative Lead, E commerce

- Led design and strategy on promotion-specific landing pages, email campaigns, and new user flows for e Commerce website
- Achieved 20% increase in consumer acquisition using A/B and multivariate HP's as well as personalized, and targeted DTC efforts using Adobe Target.
- Achieved 9% lift in engagement metrics with first-ever brand focused e-commerce campaign for TWC

● Co-Founder

- Identified targeted on-line marketing opportunities for SMBs
- Specialized in web presence and 360° marketing (video testimonials, email newsletter campaigns, social media, banner campaigns, video and print collateral)

● Designer, Art Director, Creative Director Marketing

- Initially hired as Interactive Designer, incrementally promoted to Creative Director in charge of leading a team of designers, copywriters & programmers.
- Launched 15+ websites, landing pages micro sites, and apps
 - Designed an active on-line community for NICU parents (activating 14k new users in first year)
 - Pitched & developed MODs Twitter strategy & voice (Eng./Sp.)
 - Designed Foundation's first on-line fundraising application Raising \$40k/day in year one, achieving it's first \$1 million day in year three.
 - Participated in Foundation's re-branding effort, incl. brand positioning and brand building activities.