

SUSAN SAVKOV

512.619.0235 | redsquarevideo@gmail.com | www.linkedin.com/in/susansavkov | www.susansavkov.com

Marketing Manager

November 2023 – Present

Texas Library Association, Austin, TX

- Led a multi-channel year-end giving campaign that increased donations by 33% over the previous year by using segmented messaging, mission-focused storytelling, and targeted email, print and social media outreach.
- Improved email marketing performance from 2023 to 2024, increasing open rates by 127% and click rates by 108% through strategic content optimization, A/B testing, and audience segmentation.
- Collaborated on the integration of a new email marketing platform with Salesforce, eliminating the need for manual contact exports and uploads, which saved time and enabled the creation of more tailored audience segments and personalized campaigns.

Communications and Marketing Manager

March 2022 – June 2023

Rainforest Partnership, Austin, TX, Remote

- Developed the organization's first brand campaign and content calendar in a new project management platform, enhancing team coordination and editorial schedules, while establishing KPIs to evaluate content performance and drive continuous improvement.
- Spearheaded the creation and management of a comprehensive website content strategy using the Webflow content management system, resulting in increased efficiency in the content creation process and enhanced consistency in messaging and branding across the website.
- Orchestrated a diverse group of volunteers as the primary project manager for the UX design team, implementing structured scheduling and regular meetings to enhance collaboration and ensure timely completion of multiple website design projects, addressing a previously unstructured approach.

UX Design Certificate

April 2021 – Dec. 2021

Class by Google on Coursera, Online

- Studied UX research, design and accessibility processes to develop designs for mobile app and responsive website. Conducted user research to develop personas, user journeys and prototypes. Performed usability testing to gain insights into our users' behaviors to improve design decisions.

Director of Marketing

Jan. 2021 – April 2021

Product Stewardship Institute, Remote

- Developed grassroots social media campaign, content, and graphics for a state-wide environmental program to drive citizens' engagement around sharps/pharmaceutical proper disposal. Continuously monitored and reported on results, to focus on achieving the desired outcomes.
- Successfully coordinated a nonprofit's public relations strategy to coincide with the announcement of a federal legislative bill. Generated awareness through press releases, emails, and video, in line with national efforts.

Membership Marketing Manager

Nov. 2015 – March 2020

Hospitality Financial and Technology Professionals, Austin, TX

- Created and executed the association's first brand marketing strategy reflecting membership and event objectives, including conducting content audit, competitor analysis, messaging, and developing marketing funnel content to drive growth in organizational goals.

- Designed marketing automation campaigns for retention, lead generation and new member acquisition utilizing list segmenting, content creation, A/B testing and data analysis to drive optimization, which contributed to an increase in member acquisition by 11% in 2018.
- Led a cross-departmental team in the development of an event marketing strategy, schedule and deliverables that successfully increased new attendee lead generation and contributed to the highest attendance numbers in both 2017 and 2018.

Communications and Marketing Manager

Aug. 2013 – Oct. 2015

Easterseals Central Texas, Austin, TX

- Developed and executed a comprehensive marketing strategy for the nonprofit, outlining a content-based roadmap to support events and fundraising initiatives, resulting in an 88% increase in social media impressions and a 30% boost in email subscriber opt-ins.
- Produced client and donor video stories for digital campaigns, including script development, filming, and high-quality video editing that effectively conveyed campaign messaging and were integrated into fundraising and awareness initiatives.
- Developed strong partnerships with local media outlets for a music fundraising event, resulting in significant growth of earned media coverage and a doubling amount of media sponsorships after the first year of the event.

Lead Social Media Strategist

March 2012 – July 2013

Shelton Interactive, Austin, TX

- Led the development and execution of social media projects and campaigns for C-suite business leaders and best-selling authors, managing their social media channels, campaign development and content creation to ensure that all deliverables were met on time and within budget.
- Partnered with clients to develop personalized, pre-book launches social media audit and strategies that complemented their unique branding and goals, resulting in expanded readership, increased website traffic, and elevated book exposure.

Tools

- **Creative:** Adobe Creative Cloud, Canva
- **CRM:** Higher Logic, NetForum, Salesforce
- **Email:** Constant Contact, HubSpot, Mailchimp, Marketo, Pardot, Real Magnet
- **Google:** Google Analytics, Google AdWords, Google Office Suite, Google Search Console
- **Office:** Microsoft Office
- **Project Management:** Basecamp, Monday, Teamwork
- **Social:** Facebook, Instagram, LinkedIn, X, YouTube, Hootsuite, Sprout Social
- **UX Design:** Adobe XD, Figma, Miro
- **Video:** Adobe Premiere, Sony Vegas
- **Web:** CMS, HTML, SEO Moz, Webflow, Wix, WordPress

Education and Certifications

- **Bachelor of Fine Arts: Design Communications:** Texas Tech University, Lubbock, TX
- **Advanced Certificate:** Google Analytics
- **Inbound Marketing, Email, Social Media Certificates:** HubSpot
- **UX Design Certificate:** by Google on Coursera
- **Accessibility: How to Design for All:** Interaction Design Foundation