

# SUSAN A. CLARK

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## PROFILE

Audience-centric executive experienced in developing integrated marketing and communications strategies for higher education, cultural, nonprofit and private sector organizations. Skilled in brand management, reputation/issues management, executive positioning, creative development, public and media relations, forecasting, publications development, consumer research, budgeting and event management. Resourceful and collaborative team builder with a big picture view, who thinks strategically and executes with excellence.

## WORK EXPERIENCE

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### General Board of Global Ministries /United Methodist Committee on Relief

2022 – present

*Chief Communications Officer*

- Lead marketing and communications efforts for the global mission, humanitarian aid and relief agency of the United Methodist denomination, with work in over 115 countries. Responsible for website, social media, stories of impact, statements and news releases, disaster response messaging and internal communications.
- Rebuilding communications staff capacity while shifting focus to video and digital storytelling.
- Relaunched web pages have resulted in +129% growth in new users, +163% in sessions and +33% page views in first two months (timeframe: 11/1/2022 launch date to 1/16/2023).
- Expanding social media presence, with growth of +79% in Facebook page visits/+26% for Instagram profile visits for Global Ministries and growth of +3% in Facebook page visits/+50% for Instagram profile visits for UMCOR (timeframe: 8/1/2022 – 1/16/2023).

### Emory University School of Law

2013 – 2022

*Chief Marketing Officer and Associate Dean for Marketing & Communications*

- Led a team of eight to build integrated campaigns that informed constituents, enhanced global reputation and scholarship, bolstered recruitment, and engaged alumni.
- Directed reputation-building efforts, with high profile placements in *The New York Times*, *Washington Post*, *CNN*, *Law.com*, *National Jurist*, *NPR/WABE*, *The Conversation*, *The Hill*, *The Atlanta Journal-Constitution*, and legal media, among others.
- Led response and collaborated on issues management, crafting communications plans and statements.
- Produced biannual *Emory Lawyer* alumni magazine and *Insights* scholarly publication. Reframed *Emory Lawyer* editorial content, addressing topics in law and policy, while including stories of alumni impact. Coverage of one charitable gift gained \$100,000 in incremental funding.
- Expanded use of online events, short-form video and student storytelling to support marketing and admission strategies for Juris Doctor (JD), Juris Master (JM) and Master of Laws (LLM) recruitment. The fall 2022 entering JD class was the most diverse and highest credentialed in the school's history.
- Created influencer strategies, leveraging pre-law advisers and alumni outreach, to aid JD recruitment in meeting targeted LSAT ranges.
- Repositioned the JM program as “legal training for professionals,” launching online format in 2017. Negotiated contract with new digital advertising agency in 2019, growing qualified leads by 128% while reducing cost per lead from \$283 to \$184. Fall matriculants grew 42% in year one and 30% in year two.
- Expanded international recruiting profile for LLM degree with in-country recruiting platforms.
- Successfully drove adoption of an institutional open-resource repository to bring global visibility to journals and faculty scholarship; repository had 128,109 downloads in the first year.

- Led event planning, remarks, messaging, and media outreach for 2018 visit of US Supreme Court Associate Justice Sonya Sotomayor and 2017 visits by former Presidents Jimmy Carter and Bill Clinton.
- Leveraged the Centennial anniversary to enhance visibility and presence with alumni, the legal community, and potential students. Directed unique branding, engagement, and communication strategies, including a 1,200-attendee gala which included remarks by former President Bill Clinton.
- Produced *Advancing the Rule of Law: Celebrating a Century of Excellence at Emory Law* commemorative book and oversaw special editorial coverage in *Emory Lawyer*, including highlighting the achievements of 100 notable alumni.
- Enhanced social engagement strategy to communicate to prospective students, alumni, the legal community, and media, leading to 2018 Education Digital Marketing Silver Award in Social Media Content for Instagram account, as well as Gold, Platinum, and Honorable Mentions at the 2017 MarCom Awards.
- Relaunched Emory Law website twice. First relaunch grew website sessions 37% in three years. 2019 relaunch showed 16% growth in sessions over previous year.
- Established protocols to enhance internal communications, including establishing weekly *On the Docket* newsletters for students, digital announcement screens, and monthly faculty scholarship communications.
- Planned the law school's 2020 virtual Commencement, producing 10 unique video assets, yielding more than 4,100 views and 363 personal submissions on behalf of graduating law students.

## **HIGH MUSEUM OF ART – Atlanta, Georgia**

**2004 – 2012**

### *Director of Marketing & Communications*

- Led a team of 40 in marketing, public and media relations, membership (individual to \$5000 Circles level), website/online communications, group sales, special events, and guest relations. Responsible for \$9 million in earned revenue. Served on the senior leadership team and as staff liaison to the board of directors marketing & membership committee.
- Developed exhibition and membership campaigns to address attendance aspirations for major exhibitions, to achieve 300,000 annual visits and 40,000 member households.
- Planned media coverage with individual outreach, advance access, and press conferences in New York, Atlanta, and Paris. Gained coverage by local, national, and international media including *The New York Times*, *The Today Show*, *Associated Press*, *BBC*, *Guardian*, *CNN*, *CNN Int'l*, *NPR*, *US News*, *LA Times*, *Chicago Tribune*, *Art News*, *Art Newspaper*, *Artnet*, *Atlanta Journal-Constitution*, *Global Atlanta*, *Public Broadcasting Service*, *NPR*, and *WABE*, among others.
- Oversaw concept and messaging qualification, attendance forecasts, public relations, and advertising for innovative *Louvre Atlanta* partnership, bringing more than 1.2 million visitors over three years.
  - Established in-kind sponsor partnerships with Costco, Delta, Georgia Aquarium, and Park-n-Fly — delivering more than \$1 million of additional regional marketing support to drive attendance.
- Expanded institutional focus on Facebook, Twitter, and Pinterest, building the High's profile as the second highest social media following of any Atlanta attraction.
- Planned opening sequence of donor, member, art world, media, and public events for \$164 million architectural expansion and reinstallation. Developed goals and strategies; managed budgets; and created communication and advertising plans.
- Developed strategies to leverage the High's exhibition schedule to diversify audiences.
  - Created innovative "all night" programming and marketing plans, bringing more than 15,000 visitors during Van Gogh exhibition and 21,000 visitors during Salvador Dali exhibition. Attendance tracking showed 38% growth in young professionals.
  - Collaborated with community organizations and churches to engage diverse audiences, bringing in more than 2,800 new visitors. Net promoter measures among Black patrons grew from 60% to 90%.
- Initiated ongoing visitor tracking studies, exit surveys, and ZIP Code mapping, with a research partner. Results measured visitor learning and tracked demographic and geographic shifts. Initiated "heavy-up" advertising test that showed positive results in two of three test markets and directed paid media investment.

**EASTMAN KODAK COMPANY** – Atlanta, Georgia**1999 – 2004**

*Worldwide Marketing Director, Retail Strategic Product Group, 2003-2004; Director of Marketing Services & Communications, 2002-2003; Director of Consumer Marketing, Photofinishing & Consumer Digital Services, 2001-2002; Director of Marketing, 2000-2001; Marketing Manager, 2000; Product Manager, 1999-2000.*

- Led a team of 18 marketing and communications responsible for U.S. region consumer and trade promotions, media relations, and advertising strategy.
- Oversaw in-market testing/national launch of Kodak Perfect Touch processing, delivering 6 points of mix growth, beating goal by 1.4 points. Developed advertising strategy, attaining highest ever copy scores.
- Developed “Processing Matters” ad strategy, the first in 10 years, delivering 2 points of premium mix growth. Created point-of-decision messaging that drove premium growth as high as 10 points.

**S.C. JOHNSON & SON, INC.** – Racine, Wisconsin**1996 – 1999**

*Associate Brand Manager, 1998-1999; Assistant Brand Manager, 1996-1997.*

- Developed Aveeno® professional and consumer marketing endorsement, advertising, and promotional campaigns. Led initial qualification phase for new product introduction.
- Led cross-functional team to launch \$6.2 million VANiSH® Drop-ins™ bleach. Worked with a cross-functional team to reduce \$1.3 million in costs.

**EDUCATION**

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NORTHWESTERN UNIVERSITY, J.L. Kellogg Graduate School of Management, Evanston, Illinois: MBA, management and strategy and marketing.

DUKE UNIVERSITY, Durham, North Carolina: Bachelor of Arts, public policy studies and political science.

CONTINUING EDUCATION: Leadership Development Program™ - Center for Creative Leadership, Greensboro, North Carolina. One of eight Kodak executives selected for Smith College Consortium, a two-week executive education program for high potential women in business.

**AWARDS, ACTIVITIES, and INTERESTS**

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- 2020 Council for Advancement and Support of Education (CASE) District III Silver Award for Recruitment Publication Series. 2017 CASE District III Award of Excellence for *Emory Lawyer* magazine.
- 2018 Education Digital Marketing Silver Award in Social Media Content for Emory Law Instagram account and Gold, Platinum, and Honorable Mentions by the 2017 MarCom Awards.
- 2011 WebAwards’ Best Arts Website for relaunch of High Museum website.
- Eastman Kodak Excellence Gold Award (2002, 2000) for top 10% performance. Silver Award (1999).
- SC Johnson Marketing Officers’ Award (1998) and Leadership Award for recruiting (1997).
- Panelist, KPMG Perspectives Conference, Session: “Driving Organic Growth: The Changing American Consumer & Implications for Acquiring and Growing Customer Relationships,” 2011.
- Panelist, SFMOMA’s “Best Practices in Art Museum Marketing,” two-day symposium, 2008.
- Founding member of the Art Museum Marketing Association (AMMA).
- Board member and secretary, Rosewalk Homeowners Association, 2019 to present.
- Member, St. Luke Lutheran Church. Served terms as stewardship, secretary, and vice president on council.
- Hiking enthusiast and an adventurous international traveler. A cappella singer. Aspiring pianist.