

Susan Rabaut

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CAREER EXPERIENCE:

Leo Burnett Detroit, Troy, MI

11/2019-Present

- **Senior Content Producer (Agency of Record for Cadillac)**
- Led several national broadcast campaigns from start to completion.
- Coordinated all operational, strategic, financial and client objections for projects
- Managed and mentored associate producers
- Orchestrated the implementation of new techniques for social content

McCann Detroit, Birmingham, MI

5/2016-10/2019

- **Integrated Content Producer**
- Worked closely with the business affairs team to develop project estimates
- Created production and post-production timelines
- Developed partnerships with new external vendors to increase agency roster
- Produced broadcast television and radio spots, as well as non-broadcast web content for clients including: GMC, ALDI, Bob Evans, Ameriprise, Priority Health and Michigan Economic Development Corporation

DP +, Farmington Hills, MI

2/2014-5/2016

- **Associate Producer**
- Developed strong relationships with clients and vendors
- Created budgets and schedules for a variety of project types
- Produced broadcast television and radio spots, as well as non-broadcast web content for clients including: Subway, Blue Cross Blue Shield of Michigan, Consumers Energy, Chrysler and St. John Providence Health System

4Seasons Global, PSM Group, Chicago, IL

8/2013-12/2013

- **Merchandiser**
- Assisted clients on tours through the showroom to present and discuss products for retail purchase
- Took professional photographs of products and wrote descriptions for use in client catalogues and other advertising outlets

MSU Graduate Wellness, East Lansing, MI

5/2012-5/2013

- **Public Relations Intern**
- Coordinated events for Ph.D. and professional students
- Set record high attendance at several annual events due to prominent social media presence and advertising
- Increased Facebook followers by over 50%
- Pioneered office use of permission-based marketing (Constant Contact)
- Selected and interviewed candidates before hiring replacement intern

Hayes Green Beach Memorial Hospital, Charlotte, MI

5/2012-9/2012

- **Marketing Intern**
- Designed fliers and brochures using Microsoft Publisher
- Created strategic communication plans for various departments
- Photographed hospital events
- Edited monthly hospital newsletter & weekly press releases

King Media Advertising Agency, East Lansing, MI

1/2012-5/2012

- **Advertising Intern**
- Designed innovative organizational method for client work
- Helped increase original blog content & feedback