

SUSAN MERSCH (PARLANGELI)

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EXPERIENCE

VMLY&R, DETROIT, MI

Executive Creative Director (2022- present)

Lead a cross agency WPP team responsible for all communications for the Ford Customer Service Division (FCSD) which includes Ford Service, Ford Credit, Ford Pass, Quick Lane, Motorcraft, Certified Pre-Owned and several other divisions within Ford. Other projects include the Ford Owner Experience.

GTB, DEARBORN, MI

SVP/Executive Creative Director (2020-2021)

Led a cross agency WPP team responsible for all women's marketing efforts for Ford in North America. Also responsible for all communications for the Ford Customer Service Division (FCSD) which includes Ford Service, Ford Credit, Ford Pass, Quick Lane, Motorcraft, Certified Pre-Owned and several other divisions within Ford.

SVP/Group Creative Director (2019 – 2020)

Led a creative group responsible for developing digital experiences and brand activations for Ford in North America. Our work focused on Ford Performance, NASCAR, corporate/social responsibility, gaming, women's, military and several other initiatives.

SVP/Group Creative Director (2016 – 2018)

Led a 20-person group responsible for all advertising and marketing communications for the Ford Customer Service Division (FCSD) which includes Ford Service, Ford Credit, Ford Pass, Quick Lane, Motorcraft and several other divisions within Ford. Our work included everything from digital content to TV to social media to CRM in both the B to C and B to B space.

SVP/Group Creative Director (2015 – 2016)

Led the agency team responsible for creating all advertising and marketing communications from broadcast to digital for the Ford SUV lineup in North America. During my tenure, I oversaw the vehicle launches of the new Explorer, Edge and Escape.

VP/Creative Director (2013 – 2015)

Led creative development and production on numerous Ford car and truck campaigns. Also developed, created and led the Ford weekly content series, Go Further Stories. In my tenure, I was also responsible for managing the agency's pro bono efforts including Eton Academy, The United Way of Southeastern Michigan, The Children's Center, Detroit Children's Choir, The Henry Ford Estate and numerous others.

VP/ACD/Senior Writer (2008 – 2013)

Created TV, digital content, print, social and experiential campaigns for the Ford car, truck and SUV lineups. Also worked extensively on the agency's multi product accounts including the Detroit Symphony Orchestra, the Community Foundation, Ohio Art, The Boys and Girls Club of Southeastern Michigan and The Muskegon Luge.

YOUNG & RUBICAM, DEARBORN, MI

Senior Writer (2003 – 2008)

Created TV, print and digital work for the Lincoln and Mercury brand.

BBDO DETROIT, TROY MI

Senior Writer (2000 – 2003)

Created TV and print campaigns for the Jeep, Chrysler and Dodge national and retail accounts.

RON FOTH ADVERTISING, COLUMBUS OH

Writer (2000-2003)

Created work for SAKS Inc., GTS Communications, Wendy's, Big Bear Supermarkets, Village Pantry, Marsh Supermarkets, Trueman Club Hotel and Jobboards.com

DONER, SOUTHFIELD MI

Writer/Account Executive/Account Coordinator/Intern (1995-1998)

Started as an intern and worked my way into the creative department via account service. Cut my teeth on accounts including Mazda, Blockbuster, Canadian Tire, Lowes and May Company.

EDUCATION

The Ohio State University School of Journalism, Columbus OH
Bachelor of Arts in Journalism; Double Major – Advertising/Marketing

ORGANIZATIONS/AWARDS

Chairperson, The D Council Detroit (2020-current)

Board Member, AdCraft Detroit (2020)

Board Member, the D Council Detroit (2016-2019)

GTB Winning Woman Award Recipient (2019)

Awards show judge for national and regional competitions

Recipient of numerous creative awards including Addys, Clios and D Show trophies. My work has also been featured in publications like Archive, Ad Age and Creativity.

