

SUSAN MERSCH PARLANGELI

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WORK EXPERIENCE

VML

Executive Creative Director (2022-present)

Accounts: Ford Owner Experience, Ford Credit, Ford Service, Ford Credit, Ford Pro, Quick Lane, Motorcraft, Omnicraft, Ford Parts, Ford Protect, Accessories, Collision, Michigan Central Station

Manage and lead a cross agency WPP team responsible for developing and implementing a new Ford ownership program. Also lead the Ford Customer Service Division, Ford Pro and Michigan Central Station. Responsible for steering, concepting and presenting creative that delivers across multiple touchpoints and platforms. Manage and mentor teams to develop communications in both the B to C and B to B space. Partner closely with cross functional teams to develop marketing plans. Maintain strong relationships with clients and partners to deliver strategy and performance driven campaigns.

GTB

SVP/Executive Creative Director (2021-2022)

Accounts: Ford Women's Program, Ford Blue Advantage, Ford Service, Ford Credit, Quick Lane, Motorcraft, Omnicraft, Ford Parts, Ford Protect, Accessories, Collision

Led and inspired a multi-agency WPP team responsible for all Women's marketing efforts for Ford in North America in addition to overseeing the Ford Customer Service Division. Worked with media partners, clients and teams to develop award winning and results driven creative that lifted perceptions of Ford with this key growth audience. Guided creative teams while developing communications for multiple brands within the Ford Customer Service Division. Worked with strategy, media and clients to launch a new certified preowned program for Ford.

SVP/Executive Creative Director (2019-2020)

Accounts: Gaming, Ford Performance, NASCAR, Drive4URschool. STEAM, Warriors in Pink, Military/Proud to Honor, Women's Program

Oversaw a Ford branded content and alliances team responsible for creating content, digital experiences and brand activations for Ford in North America. Worked with gaming partners and clients to create one-of-a-kind activations, experiences and events that helped Ford become the most-talked about auto brand in gaming. Launched an award winning and successful traveling STEAM program. Lead all corporate and social responsibility efforts for Ford that helped contribute to over \$220 million donated to charities to date.

SVP/Executive Creative Director (2016-2018)

Accounts: Ford Service, Ford Credit, Ford Pass, Quick Lane, Motorcraft, Omnicraft, Ford Parts, Ford Protect, Accessories, Collision

Managed creative teams responsible for developing integrated marketing communications across multiple mediums including broadcast, digital, web, social and print. Partnered with media, strategy, planning and clients to deliver multiple results driven campaigns.

SVP/Group Creative Director (2015-2016)

Accounts: Ford SUV

Directed agency and freelance teams responsible for creating all advertising and marketing communications from broadcast to digital to print for the Ford SUV lineup for in North America. Spearheaded the successful Explorer, Escape and Edge vehicle launches.

VP/Creative Director (2013-2015)

Accounts: Ford, United Way, Detroit Children's Choir, Eton Academy, The Children's Center, Henry Ford Estate, Detroit Dirt

Responsible for concepting and overseeing creative ideation and production on numerous Ford car and truck campaigns. Developed, created and directed the Ford weekly content series, Go Further Stories in addition to managing the agency's pro bono efforts.

VP/Associate Creative Director (2008-2013)

Accounts: Ford, DSO, Community Foundation, Ohio Art, Boys and Girls Club, Muskegon Luge

Created broadcast, digital, social, print and experiential campaigns for Ford car, truck and SUV. Also worked extensively on the agency's multi product accounts and pro bono efforts.

YOUNG & RUBICAM

Senior Writer (2003-2008)

Accounts: Lincoln and Mercury

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

BBDO

Senior Writer (2000-2003)

Accounts: Jeep and Chrysler

Created broadcast, print and radio campaigns for Jeep and Chrysler national and retail accounts.

SKILLS AND EXPERTISE

Inspiring and mentoring creative teams. Developing and maintaining key client, production and partner relationships. Developing conceptual, strategy-driven storytelling across multiple platforms. Skilled in brand development, writing and production of all kinds from broadcast to social to podcast. Excellent communicator, collaborator and presenter. Active leader and contributor to the creative community.

EDUCATION

The Ohio State University School of Journalism

BA in Journalism, Double Major Advertising and Marketing

ORGANIZATIONS/AWARDS

Chairperson, The D Council Detroit (2020-2022)

Board Member, Adcraft Detroit (2020-2022)

Council Member, The D Council Detroit (2016-2023)

GTB Winning Woman Award Recipient (2019)

VML Always Striving Award (2023)

Gridiron Club Board, Grosse Pointe South High School (2024)

Awards show judge for national and regional competitions

Recipient of numerous creative awards including Cannes Finalists, New York Festivals, One Show, Addys, Webbys, Clios and D Show trophies including Best of Show for 2024

Work featured in national and local publications like Ad Age, AdWeek, Archive and Creativity