



SUSAN LANGMANN

PROJECT MANAGEMENT
CONTENT & BRAND MARKETING

ABOUT

Senior-level Marketing and Communications Professional specialized in Project Management & Content and Brand Marketing.

PROFESSIONAL SKILLS

Project Management
Content - Brand Marketing
Writer / Copywriter / Editor
Strategist
Market Research
SEO
Press Relations
Advertising - Media
International

PERSONAL SKILLS

Cross cultural
Reliable and professional
Organized
Multitask oriented
Attentive to detail
Team player
Fast learner
Interpersonal skills

LANGUAGES

English
French

CONTACT

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E: susan@sl.digital
W: susanlangmann.com
W: make-rain.com

SOCIAL

LinkedIn: susanlangmann

WORK EXPERIENCE

FOUNDER & PARTNER - PRESENT
SUSANLANGMANN.COM & MAKE-RAIN.COM

- Development of brand strategy and messaging.
- Creation of editorial direction, calendar, and written content.
- Management of project rollout and coordination with teams.

CO-FOUNDER 2017 - 2018
RETREAT TO JOY

- Led content strategy and creation.
- Collaboration on go-to-market strategy and product offerings.

PARENTAL LEAVE 2012 - 2016

ADVERTISING & MEDIA RELATIONS MANAGER EMEA 1995 - 2011
IBM CORPORATION - PARIS FRANCE

- Responsible for the creation and rollout of ad campaigns in EMEA.
- Wrote and edited media and brand content.
- Managed budgets, agencies, and ROI.
- Collaborated with global, EMEA, and country internal teams.

CONTENT MANAGER EMEA 1988 - 1994
TEXAS INSTRUMENTS - NICE FRANCE

- Created and managed five multilingual customer/employee magazines.
- Set editorial direction, wrote and edited content.
- Managed layout, translation, production, and distribution.
- Collaboration with product groups, agencies, and country teams.
- Managed production budgets, internal staffing, and freelancers.

EDUCATION

WICHITA STATE UNIVERSITY - USA

- MASTER OF BUSINESS ADMINISTRATION (MBA), MARKETING 1985
- BACHELOR OF BUSINESS ADMINISTRATION, MARKETING 1984

UDACITY DIGITAL MARKETING NANODEGREE 2018