

SUSAN R. GEFFEN
susanrgeffen@msn.com

Objective: To continue teaching Advertising, Marketing and Communications courses at Loyola University/Chicago bringing my years of experience as a senior creative director and adjunct professor to teach students how to solve problems creatively; and to inspire and prepare them as they get ready to make their mark in the world.

EXPERIENCE

Adjunct Professor: Columbia College/ Chicago: 2002-Present:

Courses taught: Advertising Copywriting, Creativity in Marketing; Concepting and Brainstorming; Presentation Skills; Consumer Behavior; Marketing Yourself; Marketing to Women, Creative Portfolio Development.

Interim Adjunct Professor: Loyola University/ Chicago: Spring, 2017

Courses taught: Advertising Campaigns, Principles of Advertising

Adjunct Professor: Loyola University/ Chicago: Fall, 2017

Courses taught: Special Events Planning, Business & Professional Speaking

Additional Courses I can teach: Brands & Branding, Intro to Advertising, Marketing You. I can teach virtually any course in those fields, strategic or creative.

Results: My students understand clear communication; how to create ideas that are focused on real consumers; how to present with conviction, clarity and confidence. I My forte is engaging students and promising to be their mentor forever. Students at Columbia College continually take other classes with me and stay in touch with me for years.

- **“Professor” at Frankel University:** Created and led agency-wide creative workshops at Frankel, a promotional advertising company. How to Write for your Consumer; How Insights Create Ideas; How to Sell Your Ideas; How to Write a Killer Strategy; How to Solve Problems Creatively, How to Create a Career Map and Follow it.
- Promising Pens: Created and led a program that taught hopeful copywriters to fulfill their dream
- Founded “Pie-in-the-Sky”: original sessions designed to inspire creative thinking.
- Key partner in creating Frankel Mentoring Program

Results: 10 new successful business pitches made by people in “How to Present and Sell Your Ideas”. 10 “Promising Pens” promoted to junior copywriters.

Advertising/Branding/Communications Consultant: 2002- Present: Strategic Planning. Branding. Concepts and copy for ads, collateral, commercials; collaborate on strategies and business plans. Current and former Clients: The Capital Grille, Hemmenway’s Restaurant , The Old Grist Mill, The Timbers of Shorewood; Oak Park Arms; Habersham Furniture; Baker Furniture, The Greenhouse Theater, Chicago Shakespeare Theater, Crystal Lakes Homes.

FRANKEL & COMPANY

Chicago, Illinois

Title: Vice President/Group Creative Director

- Co-led/managed a team of 40 creatives on two major pieces of business: United States Postal Service; AT&T Wireless.
- Helped grow USPS account into 10 million-dollar piece of business.
- Helped develop the first Strategic “Retail Calendar” for the USPS.
- Directed the creative for the first USPS integrated retail campaign: TV, print advertising, direct mail, and radio.
Results: 25% increase in USPS positive image.
- Developed and directed 5 USPS award-winning Holiday campaigns.
Results: 10% annual sales increase of USPS products and services.
- Partnered in Brand Strategic thinking for USPS.
- Chosen by USPS client to develop their first corporate video.
Results: New alliance with Amazon.com.
- Built strong relationships at the highest levels of the Postal Service.

Other Accounts: McDonald’s; Target; Morton’s; New Business.

Special Contributions:

- Chosen to serve on Senior Creative Management Council.
- Chosen to serve on Vice Chairman’s committee for building the Frankel Brand.
- Chosen to serve on USPS Advertising Integration Council.

OGILVY & MATHER

Chicago, Illinois

Title: Vice President/Creative Director

- Lead award-winning campaigns for Sears: Craftsman Tools, Home Fashions, Brand Central, Apparel;
Chesebrough-Ponds: Rave Soft Perm, Rave Soft Hairspray; Illinois Tourism;
NutraSweet
Results: 10 annual Holiday Campaigns resulted in most profitable retail seasons in Sears' history.
- Chosen for campaign to appear in exclusive, award winning issue of Time Magazine designed just for women. Received multiple awards.
- Created an original research program for the launch of Rave Soft Perm.

Other Accounts: Armour Dial; Western Publishing (Golden Books, Adult Games); Kimberly Clark (New Freedom); Ameritech Cellular; Sears Bank; Banque Nationale de Paris.

EDUCATION

CASE-WESTERN RESERVE UNIVERSITY: Masters Program in Dramatic Arts

UNIVERSITY OF MICHIGAN: B.A. English Literature/ Teaching Degree

UNIVERSITY OF SHEFFIELD (England): Honorary Teaching/Study Program

MIAMI UNIVERSITY (Oxford, Ohio): Major: English Literature Member of Scholastic Honorary

HONORS & DISTINCTIONS

Winner: David Ogilvy Award for Rave Soft Perm Introductory Advertising Campaign.
Nominated: David Ogilvy Award for Rave Soft Hairspray Introductory Advertising Campaign.

Winner: Silver Medal—Chicago Advertising Show

Winner: Silver Reggie 2000 USPS Holiday In-store Promotion

Winner CADM Tempo 2000: Morton's of Chicago 'Par Xcellence' Promotion

Winner: Chicago Addy

Published Work: Non-book: "What is a Family?"

My Teaching Philosophy: Just do it, anyway

My name is Susan Geffen and I help people be smart, successful and strong. That's what I did as an advertising creative director; that's what I do as a teacher at Loyola University/ Chicago.

I never wanted to be a teacher.

When I was eight years old, I decided I wanted to become a copywriter in an advertising agency, and I did. It wasn't until I was a senior creative director that I became a teacher, helping my creative team learn their craft. And then, as good fortune would have it, I became a "real" teacher when Columbia College/Chicago hired me.

Borrowing from Nike's Tagline, my mantra is: "Just Do It, Anyway." No matter what you need to do, step up and do what is expected. This frees students from having to apologize and make excuses. It compels them not to "try", but to "do". It releases them from being a victim of circumstance to being in charge of their own performance and success. And it unquestionably underscores their self-esteem.

Do it for the team.

I focus not only on the participation of each individual but what's good for the class as a whole. Each student must be accountable to others, as colleagues do in business. If they are late or absent, the team loses their influence. If they do not participate, the team loses their perspective. Knowing they are a member of a team helps each student come through. The team creates a safe, supportive environment where they can take risks. By learning to trust one another, they learn to trust themselves.

What students said:

"I thought you were strict making me always be on time and stuff. But it helped me grow up and feel I could trust myself. That's why I'm taking another class with you."

"In your class, I learned to say I'd do something and do it. It gave me more confidence."

"I always thought 'trying' was a good thing. Now, I know it's just a way to leave room for an excuse."

"I didn't think your class would be fun, but it was!"

"You taught me that 'perfectionism' is a curse."

Susan Geffen: Bio

I never thought I wanted to be a teacher. I wanted to become an advertising copywriter. And that's what I did. I went from copy cub to creative director and on to Vice President, Group Creative director. That's when I became a teacher. I had 40 people reporting to me, and it was my responsibility to teach them their craft and inspire them to be the best they could be.

I have worked on every kind of account imaginable from Japan Air Lines to Rave Soft Perms; Sears to the United States Postal Service; Jovan Perfumes to Pullman Trains. I even became an author of sorts penning a non-book called "What is a Family?" I did not have a firm career path; I had to make one up as I went along. But it worked because I kept my eye on my dream.

I've had the honor and thrill of winning many awards. The one I'm most proud of is the coveted David Ogilvy Award given each year at Ogilvy & Mather for the campaign that made the most difference to a brand. David, himself, presented it to me.

I have become a strong advocate for consumers, a career consultant, workshop creator, and adjunct professor.

I am over the moon being part of the adjunct faculty at Loyola University/Chicago. Here I get to do what I love most: helping young people realize dreams of their own. That's what teachers do.