






Suzanna Mannion


Creative Director

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Experienced in global wine marketing and organizational communications, enhancing brand recognition and sales/engagement. Proficient in strategic planning, creative digital campaign design and content creation. Expert in collaboration, data-driven messaging, revenue growth and project management. Accomplished in forging partnerships, digital expansion, time management and handling complex projects with stakeholder input and tight timelines.

SKILLS

- Brand Management
- Branding
- Content Creation
- Creative Direction
- Cross-functional Collaboration
- Data Analysis
- Digital Marketing
- Direct-to-Consumer Marketing Strategies
- Event Coordination/Promotion
- Partnerships/Sponsorships
- Project Management
- Trade Marketing Strategies

WORK EXPERIENCE

Communications Manager

California Sustainable Winegrowing Alliance

05/2020 - Present

SF Bay Area, California

- Developed visuals and communications and supported PR pitching with a 700% increase in attendance compared to a similar event held 2019.
- Amplifying user interaction and website performance, while managing cost-effective enhancements to educational resources and visual storytelling.
- Conceived and produced an interactive educational platform in-house, maximizing efficient resource allocation within a confined budget.
- Implemented a monthly email newsletter and quarterly communication with a 50%+ open rate.
- Orchestrated comprehensive digital campaigns and served as the lead creative and photographer, articulating the organization's narrative through immersive imagery and curated virtual experiences.

Marketing Manager & Associate Creative Director

Mt. Beautiful (USA) & Mt. Beautiful Winery, Farm & Cafe (New Zealand)

04/2016 - 05/2020

SF Bay Area, California

US wine importer & New Zealand-based winery, farm and cafe.

- Delivered outstanding growth in digital presence, achieving a 300% increase in Facebook fan base, 900% rise in Instagram followers, and 130% growth in Twitter audience.
- Implemented a cohesive communications editorial calendar, resulting in a 24% combined open rate.
- Orchestrated comprehensive marketing and public relations operations including social media strategy, website development/management and Google Analytics.
- Transitioned PR in-house, doubling PR contacts and attaining premium database access, with a YOY increase of 10-15% in PR reach and impressions.
- Developed a catalog of professional images and produced six brand videos, affirming branding, increasing digital engagement and driving sales.
- Realized a 27.5% uptick in page views and overall site engagement, positioning Mt. Beautiful as an industry leader through global strategic partnerships.

WORK EXPERIENCE

Marketing Manager

Cuvaision

05/2010 - 05/2016

Napa winery with US & global distribution.

Napa, California

- Secured a consistent 10% YOY increase in sales within a highly competitive market segment.
- Led DTC and B2B marketing initiatives, including online brand reputation monitoring and social media engagement.
- Digitized wine club brochures enabling real-time modifications and tracking, recovering 20% of abandoned cart sales through targeted communications.
- Decreased wine club attrition rates by enhancing membership adaptability and member-exclusive perks.

EDUCATION

Bachelor of Arts (B.A.) Digital Imaging/Graphic Design

Humboldt State University

Arcata, CA

Marketing Analytics Certificate

UC Berkeley Extension

BerkeleyX Online - MicroMasters Program

MBA Coursework (Partial)

Mills College

TECHNICAL SKILLS

Creative Branding/Visual Identity

Storyboarding/Concept Art

Graphic Design/Typography

Adobe InDesign & Illustrator/Canva

Photography/Image Editing

DSLR Camera/Adobe Photoshop & Lightroom

Print Production

Prepress Knowledge

Video Editing

Adobe Premiere & Canva

SOFT SKILLS

Adaptability

Collaboration

Conceptual Thinking

Emotional Intelligence/Empathy

Feedback Reception/Constructive Criticism

Leadership

Problem Solving

Stress Management

Time Management

INTERESTS

Backpacking/Outdoor Activities

Continuing Education

Creative/Artistic Pursuits

Event Facilitation

Fitness Instruction

Mentoring

Photography

Reading

Volunteering