

Susan Niemann



People have described my work ethic as enthusiasm on fire. I am relentless in the pursuit of the best creative answer. I am an experienced writer and producer in the development of solutions as applied to a client's goal and specific customer group.

Strengths

- Develop client relationships to establish trust and confidence
- Lead and manage clients
- Learn, adapt and solve problems
- Sell creative solutions that clients understand
- Write for television, radio, print and web applications

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Experience

August 2013 to present Freelance copywriter. Creative strategist. Voice-over artist.
Hear me at www.SusanNiemann.com

June 1982 to July 2013 Media Development Quincy, Illinois
Advertising agency

President/Owner

I started with one client in a spare room and I grew this into a regional, full-service advertising firm with clients in retail, consumer products and services, trade and industrial markets. I sold the agency in July 2013.

Services included strategy, marketing, media planning and placement, television and radio commercials, print and newspaper, outdoor, package design, sales promotion, point-of-purchase and trade show displays, internet and website development.

July 1992 to December 2007 Andrew Whitney Productions Quincy, Illinois
Video/Audio production

President/Owner

I built a video production studio, beginning with analog equipment and then upgrading to digital technology. We became an award-winning editorial and postproduction house creating television and radio commercials, and corporate, institutional and training video programs.

My responsibilities included all business operations, sales and marketing, production, direction, copywriting, and account and personnel management.

January 1976 to June 1982 KGRC Radio Quincy, Illinois
Radio sales and production