

GROUP CREATIVE DIRECTOR / HEAD OF PARTNERSHIPS & ENGAGEMENT

Marcel.ai, Publicis Groupe // Mar 2022 - Present

- Lead a 25-person department across internal partnerships, business growth, content creation, and product marketing
- Member of Marcel's Leadership Team, which directs strategy, culture, and people management at the program level
- Collaborate with C-suite leaders to apply Marcel's purpose, functionality, and expertise to problem-solve against business and people growth
- Direct efforts to activate influencers and ambassadors across the organization to increase adoption and engagement to the Marcel platform

HEAD OF EDITORIAL & UX COPY

Marcel.ai, Publicis Groupe // Apr 2018 - Mar 2022

- Led the editorial content experience for the Groupe's notorious AI platform
- Oversaw verbal design, UX copy, and conversational dialogue
- Directed a team of writers, designers, strategists, and content producers through ideation, content creation, production, publishing, and analytics
- Collaborated with executive leadership, global comms, UX design and data architecture teams to optimize and evolve Marcel's editorial feature

CHIEF STRATEGIST

Madhaus Studios // Dec 2020 - Present

- Lead content strategies in all forms from audit to execution
- Collaborate with production teams
- Direct photo and video shoots

CREATIVE LEAD

Publicis Sapient // Oct 2015 - Apr 2018

- Crafted strategies and directed creatives from concept to execution
- Spearheaded efforts between creative, media, and business development teams
- Nurtured client relationships, led presentations and workshops
- Mentored creatives to enable growth and yield well-rounded, strategic thinkers

ASSOCIATE CREATIVE DIRECTOR

Ronin Advertising Group // Sept 2014 - Oct 2015

- Led creative on award-winning digital, video, and integrated campaigns
- Developed Ronin's proprietary approach to content marketing alongside strategy, creative, and C-suite leadership

SENIOR COPYWRITER

Ronin Advertising Group // Jan 2012 - Sept 2014

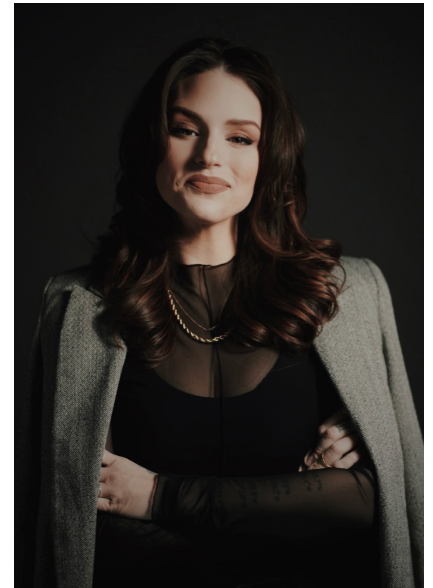
- Wrote and directed copy and scripts for 360 campaigns
- Authored, interviewed talent, and directed design for a digital magazine published to luxury real estate residents
- Produced high-profile social events in San Francisco and Boston

COPYWRITER + SOCIAL MEDIA ASSOCIATE

Ronin Advertising Group // May 2009 - Dec 2011

- Developed the social strategy for an anti-texting-and-driving short film, which has engaged > **5 million** users via pledges, shares, and video views
- Championed a successful rebrand for the Ellwood City Public Library, resulting in monetary donations and sustainable community programs

MARISA SUQUET



CONTACT

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Pittsburgh, PA

EXPERTISE

Creative Direction, Strategy, Copywriting,
People Management, Team Leadership,
Editorial, Production

Mentorship, Client Communication,
Cross-department Collaboration

EDUCATION

Bachelor of Arts, English

Minor: Religious Studies

Youngstown State University, 2011