

MARCEL.AI, PUBLICIS GROUPE // APR 2018 - PRESENT

- **VP OF CONTENT & ENGAGEMENT + GROUP CREATIVE DIRECTOR**

Lead a 25-person department across partnerships, business growth, content creation, product marketing, and client accounts

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 verbal design and UX copy

Direct efforts to activate influencers and ambassadors across the organization to increase adoption and engagement to the Marcel platform

- **HEAD OF PARTNERSHIPS & ENGAGEMENT + CREATIVE DIRECTOR**

- **HEAD OF EDITORIAL & UX COPY**

MADHAUS STUDIOS // APR 2022 - PRESENT

- **CO-FOUNDER + CHIEF CREATIVE OFFICER**

Lead creative strategy and storytelling

Collaborate with clients and production teams

Direct photo and video shoots

PUBLICIS SAPIENT // OCT 2015 - APR 2018

- **CREATIVE LEAD**

Crafted strategies and directed creatives from concept to execution

Spearheaded collaboration 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

RONIN ADVERTISING GROUP // MAY 2009 - OCT 2015

- **ASSOCIATE CREATIVE DIRECTOR**

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**

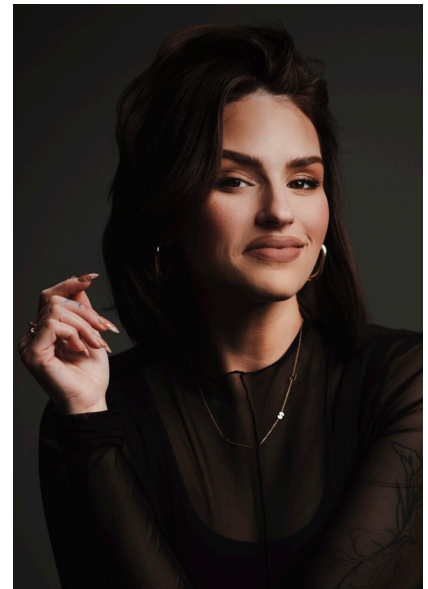
Wrote and directed copy and scripts for 360 campaigns

Authored, interviewed talent, and directed design for a digital magazine published to luxury real estate residents

- **COPYWRITER + SOCIAL MEDIA ASSOCIATE**

Developed the social strategy for an anti-texting-and-driving short film, which has engaged > **5 million** users via pledges, shares, and video views

MARISA SUQUET



CONTACT

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Pittsburgh, PA / Remote

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