

# Susan Grebner

---

1220 Coal Bank Road, Metamora, Illinois 61548 • (309) 251-1425 • susan.grebner@gmail.com

## Professional Summary

*Skilled and experienced communication professional who brings expertise and understanding to lead your public relations and marketing effort while advancing the goals of your organization.*

## Skills

- Communicates clearly and effectively
- Experienced and skilled presenter
- Pays attention to detail and meets deadlines
- Collaborates with stakeholders
- Analyzes and understands audience
- Uses results and data to create strategy and messaging

## Professional Experience

### SNYDER VILLAGE

Marketing Coordinator, Metamora, Illinois | June 2017 - Current

- Develop strategy and messaging for advertising and marketing efforts.
- Write and create content for website, monthly resident newsletter, social media, articles and news releases.
- Led website re-design initiative and implemented content marketing strategy campus-wide.
- Plan, publicize and host outreach activities and events, including festivals, expos and workshops.
- Write scripts and provide content direction for videos and commercials.
- Monitor social media channels and respond to inquiries.
- Provide issues management/crisis communication guidance to administration/senior leadership.

### FREELANCE WRITING AND PUBLIC RELATIONS

Self-Employed | Washburn, Illinois | September 2014 - June 2017

- Write articles, interview sources and conduct background research for annual reports, web sites and marketing materials.
- Support clients with public relations consultation and media training for crisis management/issues management.
- Provide meticulous proofreading and editing support.

### ILLINOIS CENTRAL COLLEGE

Chief Public Relations Officer | East Peoria, Illinois | August 2002 - September 2014

Public Relations Coordinator | East Peoria, Illinois | February 1997 - August 2002

- Collaborated with the marketing team to develop strategies for promoting college events and/or programs.
- Wrote news releases, event scripts, web site copy, and content for collateral material.
- Served as media contact and spokesperson for the college.
- Provided issues management support and media interview preparation for senior leadership, including the college president.
- Supported social media by monitoring, developing responses, and creating posts.
- Led employee communication efforts concerning college-wide initiatives or timely events or updates.
- Developed public relations strategies to promote the college, its students and programs.
- Researched and implemented a system to integrate traditional public relations with social media using a third party-vendor which allowed students to become brand ambassadors.

## AMERICAN ANGUS ASSOCIATION

Public Relations Associate | St. Joseph, Missouri | May 1990 - August 1995

- Wrote and distributed news releases and photographs to distribute to members' hometown newspapers.
- Coordinated national trade show program.
- Served as official photographer for the association at national shows.
- Wrote, interviewed and photographed for feature articles for Angus Journal and Angus Beef Bulletin.

## Education

BACHELOR OF SCIENCE Agricultural Communications - Journalism  
University of Illinois -- Urbana - Champaign, | 1990

ASSOCIATE OF SCIENCE Transfer  
Black Hawk College - East Campus -- Kewanee, IL | 1988

## References

John Avendano, Ph.D.  
President, Kankakee Community College  
Kankakee, IL  
javendano@kcc.edu -- Work 815-802-8110

Dayna Brown  
Director of Communications and Community Relations,  
McLean County Unit District No. 5  
Normal, IL  
brownda@unit5.org -- Work 309-557-4032; Cell 309-261-4089

Cheryl Fliege, Ph.D.  
Vice President – Marketing and Communications,  
Illinois Central College (*retired*)  
East Peoria, IL  
cfliege@gmail.com -- 309-696-0700

John S. Erwin, Ph.D.  
President - Illinois Central College (*retired*)  
agnes oak@gmail.com -- (309) 256-0297