

SUSAN CAROL

CEO/PR MANAGEMENT
OF SUSAN CAROL CREATIVE



THE 2020 AGLF ANNUAL CONFERENCE WELCOMES...

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While based in Virginia since 1983, Susan Carol has earned a winning reputation in the worldwide market of equipment finance, health care and technology. Her agency, Susan Carol Creative, has served major multinational corporations, publishers, and expansion-stage firms as well as trade associations, education and other non-profit institutions needing full-service public relations and marketing campaigns.

She founded Susan Carol Associates in 1989 and has grown her organization from a team of media relations specialists and writers to a full-service digital communications firm with seasoned expertise in communications to help clients stimulate sales support and business growth.

A visionary who looks beyond individual projects and considers the "big picture," Susan continually studies how her clients' interests are affected by emerging media, as well as cultural and economic forces.

She speaks to business groups on integrating public relations, advertising, and marketing, frequently presenting on new trends in her profession. Susan has assisted clients through crisis communications scenarios, provided training for media relations, and managed local, state, and international media campaigns for many types of organizations.

Prior to founding SCA, she held communications management positions at the United States Telephone Association, the Equipment Leasing Association and MCI. She also served as a public information officer for the U.S. Army Corp. of Engineers in Karlsruhe, Germany.

As a communications leader in the equipment leasing and finance industry, she served on the board of directors for the Equipment Leasing and Finance Association (ELFA) on also on the trade group's Service Provider Business Council.

Susan is accredited by the Public Relations Society of America, and she is a founding member of the Fredericksburg (Virginia) Public Relations Society. She is involved in numerous non-profit organizations and had served as vice chair of the Friends of the University of Mary Washington Philharmonic and on the board of the Women and Girls Fund of the Community Foundation in Fredericksburg. She is currently serving on the board of the local PR Society and the Fredericksburg Regional Alliance Continuum of Care aimed at ending the region's homelessness.

A graduate of the School of Journalism, Penn State University, Susan reported for several newspapers and a radio station in Southeastern Pennsylvania, before launching her public relations career.