**SUSAN M. CARNEY**

3228 Alpine Drive

Ann Arbor, MI 48108

(734) 223-6531

[smcarney60@gmail.com](mailto:smcarney60@gmail.com)

**SUMMARY**

Proven communications leader with more than 20 years’ experience in journalism, and corporate and marketing communications, primarily in the automotive industry. Skilled shepherd of creative projects from concept through execution. Strong editor and writer. Resourceful and detail-oriented.

**EXPERIENCE**

*Burson-Marsteller, Dearborn, Michigan*

*Director, Consumer and Brand Practice* 2011-present

* Editor-in-chief of Ford Motor Co.’s internal newsroom, the Content Factory; Ford is a Burson-Marsteller client.
* Lead a team of writers, visual artists and support staff to cover Ford as brand journalists, mining stories for pitching to automotive, business and consumer media across all platforms, including digital and social media.
* Spearheaded development of written and visual materials to support introduction of Ford Smart Mobility initiative at 2015 International CES (Consumer Electronics Show).

*The Detroit News, Detroit, Michigan*

*Business Editor*  2007-2011

* Managed staff of 15 to cover business and economics in Metro Detroit and Michigan; strong focus on U.S. auto industry.
* Directed award-winning coverage of federal bailouts and subsequent bankruptcies of General Motors and Chrysler.

*Deputy Business Editor/Auto Editor* 2005-2007

* Initially managed non-automotive news; added leadership of auto industry coverage in 2006.
* Worked with reporters to develop story ideas; edited copy; coordinated with photo, graphics and design to create visual elements for print/online.

*Assistant Auto Editor* 2002-2005

* Developed weekly section devoted to vehicle reviews and car culture.

*Auto Writer* 2001-2002

* Special projects explored progress of women in the auto industry and persistence of sexual and racial harassment in the factory.

*Automotive News, Detroit, Michigan* 1999-2001

*Staff Reporter*

*The Ann Arbor News, Ann Arbor, Michigan* 1998-1999

*University of Michigan Reporter*

*Bangor Daily News, Bangor, Maine* 1997-1998

*Municipal Government/Social Services Reporter*

*AM General Corp., South Bend, Indiana*  1991-1996

*Director, Corporate Communications*

* Became the first woman appointed to the company’s senior executive staff as director, corporate communications.
* Managed marketing launch of the Hummer, the civilian version of the military Humvee; the brand was eventually sold to General Motors.

**EDUCATION**

M.S., Columbia University Graduate School of Journalism, New York, New York

B.A., University of Michigan-Dearborn, Dearborn, Michigan