JANICE SUTER

Social Strategy & Practice Builder | Marketing Leader | Educator

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Award-winning social media strategist, marketing leader, and educator with deep agency leadership experience building high-performing social practices for major brands. I partner with organizations to architect modern social ecosystems - designing content strategy frameworks and operating models that translate audience and cultural insight into measurable business outcomes. As a consultant and adjunct professor, I bring real-time industry perspective into the classroom while helping brands build the systems and talent to compete in an increasingly complex social landscape.

Professional Experience

Social Strategy & Marketing Consultant: Self-employed | July 2024 - Present

- Build strategies rooted in brand truth, deep audience insight, and social best practices.
- Architect brand-aligned, culturally-attuned content frameworks that drive measurable results.
- Formalized operational systems that align social talent, tools, and processes for consistent, social-first execution.

Lecturer: Texas State University, San Marcos, TX | January 2025 - Present

- Teach Advertising Media Planning and Advertising Campaigns courses, integrating real-world strategy into curriculum and hands-on applied projects.
- Design curriculum bridging academic foundations with contemporary platform, measurement, and content strategy practices.

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GSD&M (Omnicom), Austin, TX

Vice President, Group Director of Social Media | 2018–2024
Director of Social Media | 2014–2018
Digital Strategy Director | 2012–2013

Built and scaled an award-winning social practice within a large full-service agency, leading a 20+ person team and embedding integrated social strategy across major brand portfolios.

Practice and Team Leadership

- Grew organic social team 5x over 10 years; Built a new short-form content creator practice in response to short-form video evolution.
- Secured agency's first TikTok Agency of Record client (Stanley 1913).
- Architected operating models integrating strategy, content, analytics, and community.

Client and Business Impact

- Led social strategy for Popeyes, Capital One, Stanley 1913, Southwest Airlines, Pizza Hut, Fruit of the Loom, and U.S. Air Force, and others.
- Drove client growth and new business opportunities through an integrated and distinct social capability story.

Culture-Defining Impact

- Led team behind 2019 Popeyes Chicken Sandwich Wars (8B impressions; $87MM earned media value; Cannes Lions, Shorty, 2021 U.S. Grand Effie).
- Directed 2023 Stanley “Car Fire” real-time response (3.3B impressions; 200% TikTok engagement growth; Shorty Award).

Practice Development & Innovation

- Designed internal social curriculum and cross-agency training programs to promote social-first thinking.
- Oversaw social intelligence toolset including listening, benchmarking, audience profiling.

Industry-Recognition & Awards

- Nearly 100 industry awards including the 2021 U.S. Grand Effie, Cannes Lions, Shorty Awards, Clio, AdAge Creativity Award, ADC, The One Show, ADDY’s, Digiday, and others
- Media Team of the Year, Campaign US Agency of the Year Awards (2024)

Core Competencies

- Social Ecosystem Architecture
- Content Strategy & Frameworks Development
- Organizational Design & Team Scaling
- Cross-functional Leadership
- Social Intelligence & Measurement Systems
- Executive Advisory
- Innovation & Platform Strategy
- Influencer & Creator Partnerships

Platforms & Tools

Brandwatch, Talkwalker, Hootsuite, CreatorIQ, Tagger, Traackr, Julius, Sprinklr, Khoros, Hootsuite, Sprout Social, Google Workspace, Microsoft 365, Teams, Slack

Education

Bachelor of Science in Advertising, University of Texas at Austin

Certifications

- Meta Creative Strategy Professional (July 2024)