

SUSAN ERWIN PROWSE

ARTISTPRENEUR | MUSIC & FESTIVAL PRODUCER
BRAND & MARKETING CONSULTANT | INTERNATIONAL TOURING ARTIST

19820 PHILIS DRIVE, HENSLEY, AR 72065
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Education & Certifications

University of Central Arkansas, Fall 1998 – Winter 2002
Honors College Scholar – B.S. in Pure Mathematics, Minor in Physics

Certified Six Sigma Black Belt. Spring 2005. **Six Sigma Qualtec** at Alltel Communications, Inc.
Private Pilot License. June 2009. **Central Flying Service** – Little Rock, Arkansas

Work Experience

Yadaloo Music & Arts Festival, Owner/Co-founder **Jan. 2019 to present**

- Launched an award-winning Fall Country music/arts festival in North Little Rock, AR Sept. 2019
- Created all branding, website, databases and managed all ticketing, marketing and sponsor relations into current year 3 (2021)
- Worked with artists, vendors, production, city and chambers to bring community together for 2k+ attendees, 60 arts vendors, 30+ volunteers, food vendors, sponsors, VIPs
- Pivoted to 100% virtual for Sept 2020
- Monthly virtual artist showcases began Nov. 2020

Big Red Dog Productions, Owner/Co-founder **April 2017 to present**

- Music production, artist development, and event promotions company owned by married music duo, *Cliff & Susan*.
- Cliff & Susan Podcast launched 5/2021
- Pre-COVID, over 200 shows booked internationally, Post-COVID, 150+ virtual shows
- Provide and train businesses, venues and artists on brand development & holistic marketing strategies.

Willy D's Piano Bar, Entertainment & Marketing Director **May 2020 to present**

- Redesigned website and optimized SEO, social media platforms, and manage weekly marketing campaigns across Google, Mailchimp, Facebook, Instagram, Twitter, LinkedIn, TripAdvisor, Yelp, radio, TV and local publications.

International Touring Musician & Performing Artist **August 2004 to present**

- Rotating yearly residencies at dueling and solo piano bars: Little Rock, Branson, Los Angeles, Las Vegas, Amsterdam, the Caribbean, Norway and Spain.
- Released 2 Nashville albums as "Susan Erwin" 2015/2016

Alltel Communications, Process Development Consultant **October 2004 – October 2006**

- Designed and implemented business process solutions across multiple organizations, products, and system applications using Lean Six Sigma (>$30M projected annual savings)
- Administered Six Sigma & Process Improvement Training nationwide

Alltel Communications, Buyer/Engineering Procurement **October 2003 – October 2004**

- Project Manager of Strategic Sourcing Initiatives, RFPs, Negotiated (annual savings >$70 Million)
- Assumed lead role in corporate pricing and contract negotiations
- Ensured corporate contract compliance with Legal Counsel
- Proactively worked with Executive Management, Legal team, Engineers and Suppliers to establish new creative engineering sourcing applications
- Communicated purchasing logistics to Alltel engineers nationwide

Alltel Communications, Engineer – Radio Frequency Design January 2003 – October 2003

- Coordinated with Engineering, Corporate E-911, and Suppliers to deploy E911 location ability to Public Safety Answering Points
- Delivered E911 Phase II training to Alltel Radio Frequency Engineers Nationwide
- Managed data integrity of the E911 Phase II database

Awards & Experience

- 2021 Women to Watch, LR Soiree
- 2021 Arkansas CMA Promoter of the Year
- President, Alpha Sigma Tau Sorority, 2002
- Presidential Scholar – 100% College Expense Paid
- Who's Who at University of Central Arkansas, 2002
- Honors College Scholarship & Grant Recipient for travel abroad
- Miss University of Central Arkansas 2001
- Arkansas State Governor's Leadership Forum 2002
- Student Government Association Senator
- University of Central Arkansas Leadership Institute 2000

Positions Held During College:

- Mechanical Engineering Intern, Cromwell Architects Engineers, Little Rock, AR, Summer 2000
- Real Estate Assessor's Assistant, Arkansas CAMA Technology, NLR, AR, Summer 1999
- Accountant's Assistant, King, Ball, & Co., Accounting Firm, North Little Rock, AR, Spring 1999
- Graduate School Teaching Assistant, UCA Graduate Program (one semester) Fall 2007

Skills

- Microsoft Office Word, Microsoft Excel, Microsoft Excel, Power Point, Adobe Photoshop, Final Cut Pro, HTML, Website Development & Management, Google Suites (Forms, Docs, Sheets), Process Development
- Leadership, Analytical Problem Solving, Communication, Prioritization, Time Management, Mediator, Networking, Public Speaking, Organization, Creativity, Self-motivated, Risk Management, Conflict Management, and Goal-oriented Management

Membership & Associations:

- Arkansas State Chamber
- Little Rock Chamber of Commerce
- North Little Rock Chamber of Commerce
- Hot Springs Chamber of Commerce
- Arkansas Festival and Events Association
- International Festival and Events Association
- Arkansas Hospitality Association
- Arkansas Regional Innovation Hub
- Downtown Little Rock Partnership
- Argenta Downtown Council
- National Songwriters Association International
- ASCAP
- Nashville Songwriting Placement Pros Publishing, Nashville, TN