

MULTICULTURAL MARKETING SUMMIT



Susan Nuñez

Senior Account Executive, Agency & MultiCultural Sales
Mediamark Research & Intelligence, LLC

Sue has been with Mediamark Research & Intelligence, LLC (MRI) since 2004. In her current position, she is responsible for the sales and management of all client relationships between MRI and other Hispanic Agency and Advertisers. In addition to her Hispanic responsibilities, Sue also handles the Washington D.C., Baltimore and Florida territories for MRI Agency Sales. She manages all contracts, day-to-day operations, and client service needs.

Prior to joining MRI, Sue worked for Universal McCann. She helped to transition all the media planning business from various Johnson & Johnson media planning agencies as they consolidated into Universal McCann. In total Sue has worked over 10 years in Media Planning on both the agency and client side, for clients such as Johnson & Johnson, Outback Steakhouse, Smith Barney, and L'Oreal. She provides media in-sight into the needs of her clients as well as all clients at MRI.

Other positions included Senior Project Manager for IMS, where Sue was able to travel internationally and learn media planning in countries such as Mexico, Spain, Columbia, and others.

Sue graduated from Rutgers University in New Brunswick, New Jersey with a degree in Journalism and Mass Media. She makes her home in North Brunswick, New Jersey.