

SUSAN D. WALSH

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MARKETING EXECUTIVE

Financial Services • E-Commerce • Internet Advertising

Energetic marketing leader with 15-year track record of growing businesses through innovative strategies and tactics. Extensive experience in financial services industry. Expertise in all facets of growing online businesses, including site development, community building, metrics, and advertising. Able to manage complex web projects by communicating effectively with engineers and executives. Record of rapid promotions and high-profile assignments throughout career.

Core Competencies

- ✓ Team Building
- ✓ Project Management
- ✓ Coaching & Motivation
- ✓ Online Advertising
- ✓ Website Development

PROFESSIONAL EXPERIENCE

USA BANK (*Third-largest commercial bank in U.S.*)

Miami, FL • 2000 – Present

Senior Vice President, Digital Marketing (2006 – Present)

Direct 85-person team responsible for strategy and execution of all facets of online marketing, including internet advertising, website development, analytics, and usability and design. Oversee annual budget of \$110MM. Collaborate with other executives from marketing, sales, IT, and product development. Hire, train, and motivate rapidly growing team.

- Increased annual sales by 50-80% for 3 consecutive years, while lowering cost per acquisition. Expanded team from 40 to 75 members within 10 months.
- Launched major partnership with Visa that increased annual revenue by \$300MM. Led contract negotiations, IT development, and 30-state product launch.
- Conceived and implemented new employee evaluation and compensation system for Marketing Department that increased retention by 30% within 12 months.

Director of Internet Advertising (2003 – 2006)

Initiated search engine marketing and affiliate marketing programs. Coordinated and negotiated with major online players. Developed key measures of success for division. Oversaw 12-person team of media buyers and analysts.

- Saved company over \$10MM annually by bringing media buying in-house.
- Championed initiative to utilize web measurement software in all Internet-related divisions. Achieved 8-month ROI and received company's "Best Innovation" award.
- Selected by CEO for 10-person 3-month management development program.

USA BANK *(continued)*

Senior Marketing Manager (2000 – 2003)

Spearheaded print, TV, radio, and internet marketing campaigns for checking and saving account products. Managed ad agency and media buyer relationships. Oversaw \$10MM annual budget and 3-person team.

- Transformed product line from least profitable to third most profitable (out of 20) over 3 years.
- Awarded for “Most Creative Campaign” by National Marketing Association in 2002.

TITAN SOFTWARE *(Accounting software maker)*

Orlando, FL • 1996 – 2000

Senior Marketing Manager

Oversaw 10-person consumer marketing team that handled all customer acquisition efforts. Developed and wrote website content, promotions, and monthly e-newsletter. Managed online affiliate program.

- Expanded team from 2 to 10 people and grew channel revenue from \$300K to \$4MM within 2 years.
- Built customer evangelist community. Recruited over 200 influential customers worldwide to fix product bugs collaboratively, generate product ideas, and expand word of mouth.

XYZ CREDIT *(Credit check provider)*

Orlando, FL • 1992 - 1996

Marketing Analyst

Led analysis of TV and radio advertising effectiveness. Performed market research and competitive analysis for product space. Produced and presented weekly dashboard reports to marketing executives.

EDUCATION

COLUMBIA BUSINESS SCHOOL

New York, NY • 1990 - 1992

- MBA, Marketing
- Graduated top 10 in class.

YALE UNIVERSITY

New Haven, CT • 1985 – 1989

- BA, History
- Summa Cum Laude