



SUSAN VERTREES

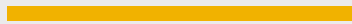
DIGITAL MARKETING TECHNOLOGIST

PROFILE

I'm a success-driven digital marketing technology professional with a history of delivering high-value technology solutions on complex client engagements. I have a track record of building data-driven marketing technology programs which allow my clients to improve the bottom line. I delight in the details, enjoy tackling complicated projects, and making order out of chaos.

SKILLS

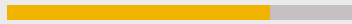
Adobe Analytics



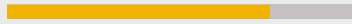
Launch/DTM



Adobe Target



Audience Manager



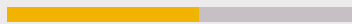
Experience Platform (AEP)



Adobe Campaign



Experience Manager



CONTACT

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EXPERIENCE

CUSTOMER SUCCESS ARCHITECT (CSA)
2018-Present

PRINCIPAL CONSULTANT
2016-2018

SENIOR CONSULTANT
2009-2016

CONSULTANT
2009-2013

SR WEB DESIGNER
2006-2009

- **Adobe Inc.**
Delivered hands-on workshops geared toward increasing adoption of Adobe Experience Cloud and marketing technology solutions. Delivered presentations designed to educate on highly technical topics for top customers.
- Ongoing technical consulting across the entire Experience Cloud stack. Contributed to new product development on projects such as Adobe Auditor, Launch. Led multi-solution teams on top 5 strategic accounts.
- Continued to develop Analytics solutions while also performing team lead duties. I managed the staffing for seven consultants with an average of 75% billable utilization across group.
- Built custom Adobe Analytics solutions for companies specializing in the financial services industry. Guided clients through successful implementations from start to finish.
- **optionsXpress, Inc. (now Charles Schwab)**
Provided innovative GUI design for Barron's four-time best online trading platform, specializing in tool and trade screen design. Saved marketing department over \$200,000/year on outside graphic design services through process improvement and project management.

EDUCATION

BS, INFO SYSTEMS
2002

- **San Diego State University**
Coursework included classes in both business principles, computer science, and information management.

CLIENT WINS

CALL CENTER SAVINGS
Telecom Industry

Uncovered opportunity for \$2m+ in call center cost deflection through internal search optimization. Adobe Global Services Americas Q4 winner for quality delivery on this multi-solution project.

INCREMENTAL REVENUE
Online Brokerage

Identified a potential of \$1.4m in incremental revenue for an online brokerage through tracking trades and identifying optimization points to prevent fallout.

MOBILE APP MKTG
B2B Retailer

Developed an innovative solution for tracking mobile app deep links to allow for Marketing Channels reporting for in-app activities.