

SUSAN DEISENROTH / WWW.SUSAND.COM

2928 LAYTON AVE / ATLANTA, GA 30318

(404) 799-0027 | SUSAN@SUSAND.COM

PROFILE

Creative Internet Marketing and Technology Professional focused on online marketing including web site and content development, user experience, Search Engine Optimization and social networking with the goal of improvements in business process, sales and revenue growth. Effective oral and written communicator with excellent interpersonal and organizational skills and the ability to manage multiple projects, budgets and employees while addressing consumer needs.

PROFESSIONAL EXPERIENCE

- **WellStar Health System, Marietta, GA 30060, April 2010 to present**

- **Director of Online Marketing**

- Managing online strategists and developers in corporate web site projects from conceptualization to implementation, coordinating and communicating effectively with all stakeholders including Marketing/Corporate Communications, IT, serviceline chairs/physicians, other various hospital departments and outside vendors. Performs a wide range of duties including the current development of a new 1400 page multi-hospital site on SharePoint 2010. Tasks include coordination of design, code and content development, video production, driving improvements in Search Engine Optimization and user tracking via Google Analytics, building online newsletter and email templates, landing pages and providing for the natural integration of multi media and a social networking strategy and management.

- **DeKalb Medical, Decatur, GA 30033, January 2008 to March, 2010**

- **Webmaster and Internet/Technology Project Manager**

- Manage internet projects from conceptualization to implementation, coordinating and communicating effectively with all stakeholders including Marketing/Corporate Communications, IT, various hospital departments and outside vendors. Performs a wide range of duties including the current development of a new 450 page hospital site on a new Content Management System. Tasks include improving site architecture for a more user friendly site, coordination of content development, driving improvements in Search Engine Optimization and user tracking, via Google Analytics, building online newsletter and email templates, landing pages and providing for the natural integration of multi media and social networking sites. After launch, standards in Search Engine Optimization, branding and style guidelines will be formalized and communicated to all CMS users. Other duties include acting as a graphic designer in the production/editing of marketing materials as well as maintaining the Marketing intranet site and other intranet sites as requested.

- **ExcellentWorks (sole proprietor), Atlanta, Georgia, January 2004 to present**

- **Internet/Technology/Marketing Project Manager**

- Contracted Project Management/Internet Marketing position for a variety of companies or individuals developing and implementing web sites and hosting, internet strategy, content, web usability, web statistical analysis, email marketing and/or internet stores. This can include front end strategy assessment, project management, collaboration with internal customers and departments and third party vendors, designing and creating graphics, site development activities, Search Engine Optimization, content development, social network marketing, email marketing, procedure/process writing for both users and support staff, testing/piloting and training/demonstrations.

- **PROMINA Health Systems, Atlanta, Georgia, July 2001 to December 2003**

- **Internet/Technology Project Manager**

- Project Management position focused on developing and maintaining multiple internet and intranet web projects and applications within the PROMINA Health Organization. Sites include HealthyGeorgia.com, PCGPO.org, as well as intranet On-line Claims, Referrals, Precertifications and Physician Fee Schedule web applications. Other projects include the support of the Medical Staff Line application. Each project involves a front end strategy assessment, collaboration with internal and external customers and departments, designing and creating graphics, content development activities, procedure/process writing for both users and support staff, testing/piloting and training/demonstrations.

- **Galaxy Systems Technologies, Marietta, Georgia, September 2000 to July 2001**

- **Web Specialist/Internet Marketing Specialist**

- Contracted to work in a small team to develop the intranet site at Amplified Holdings. The intranet site was needed to unite employees located in three cities across the country. Information contained in the site included an employee directory, location information, Human Resources and related forms, business and personal news, current project information and plans, etc.

- Collaborative effort with Galaxy Systems to "start up" a website development business called Tap2.Net. This included product research and development, marketing research and planning, content and actual web site development.

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(continued)

- **SunTrust Bank, Atlanta, Georgia, March 1991 to September 2000**

Marketing/Web Specialist

- **Intranet Responsibilities:** Developed and maintained the Georgia and Atlanta Marketing Intranet Websites. This site "system" was developed to assist all Georgia branches by providing current, easily accessible information such as product brochures, campaign and advertising information, sales leaderboards, press releases, monthly newsletters, etc. The Georgia site consists of a main page containing "common" information among nine affiliate Banks as well as links to affiliate marketing sub-sites that contain local level information.

SunTrust Bank, Atlanta, Georgia, March 1991 to September 2000

Marketing/Web Specialist (cont.)

- **Product Responsibilities:** Responsible for PC Banking and Internet Banking. Participated in the Internet Banking pilot and launch, including product review and testing. Also responsible for our Credit Card product. Managed company level campaigns as well as designing local in-branch and out-of-branch campaigns and advertising to meet company set goals divided among 150 retail centers. Designed and conducted product training, best practices communications as needed. Responsible for annual budgeting including incentive and rewards expenses, campaign party expenses, gift item expenses and other operating expenses. Analyzed reports including approval rates and market penetration to ensure goals were met and to determine target "sub-markets."

Sales and Service Manager

Focused on proactive sales of credit products and lending for primarily personal branch customers. Continuous profiling and cross-selling of Bank services insured both customer satisfaction and Bank profitability. Bonuses earned by surpassing personal sales and lending goals as well as by motivating employees to surpass established sales goals. Operational responsibilities included reviewing employee performance and production continuously and establishing and maintaining procedures, records and files.

COMPUTER AND SYSTEMS PROFICIENCY

Creative Suite 4 (Dreamweaver, PhotoShop, Illustrator, InDesign), Adobe Acrobat, Excel, Access, Word, Power Point, Internet Proficient, Mac and PC Proficient, Microsoft Project, Visio, competent in various email marketing/survey software applications, social networking applications and content management systems

EDUCATION

The Art Institute of Atlanta -Top Academic Honor
AA in Web Design and Multimedia
September 2002

Clemson University
BA in Psychology, minor in Communications
August 1988

Georgia Tech - Web Certificate 2000
Various web, marketing and graphics related classes

REFERENCES AVAILABLE UPON REQUEST