

# SUSIE DECKER

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## CORE COMPETENCIES:

Brand Marketing

Marketing Communications

Process Creation

Communications Strategy

Email Marketing

eCommerce

Digital Marketing

Relationship Management

Creative Strategy

Graphic Design

Visual Storytelling

Typography

## PROFESSIONAL EXPERIENCE:

### WALMART ECOMMERCE | Senior Design & Communications Manager

November 2018–Present | SAN BRUNO, CA

- Drove adoption of impactful changes to the eCommerce merchandising organization including three-month, multi-tiered campaign to improve customer search algorithms, realizing \$8M lift in revenue within first six weeks of launch
- Built strong relationships with audience through monthly walkabouts and quarterly feedback forums to better understand needs of 2500+ merchandisers and PMs across monthly, weekly, and daily communication channels
- Partnered with corporate communications to implement seamless communication strategies for omni integration initiative to merge approximately 6,000 eCommerce and store merchants as well as gain employee buy-in and optimal understanding of process during transition
- Drafted and developed primary action plans, editorial calendars, and strategic communications to illustrate clarity of communication plans, grow partner trust, and set realistic expectations
- Added 350 new Slack followers in fewer than three months and doubled open rate of email newsletter year-over-year
- Delivered clear and cohesive messaging to properly achieve optimal understanding of material, increasing manager satisfaction by 30% year-over-year
- Facilitated training and development brand redesign and visual identity system based on color theory and learning research to better influence change initiatives and increase learning during onboarding

### SUSIE DECKER DESIGN | Creative Director

July 2000–November 2018 | SAN FRANCISCO, CA

Clients included but not limited to Stitch Fix, FICO, TopRank Marketing, *Inc.*, *Global Press Journal*, Venafi, Skyroam, Seattle Reproductive Medicine, *GQ*, *SELF*, and Optimum Wellness

- Garnered 15% conversion rate (twice anticipated read rate and with higher rate of awareness) of digital commerce assets with strategically designed and compelling e-book for Oracle
- Utilized brand marketing and strategic skills to develop identity and marketing materials for Columbia Women in Business, drawing 650-plus participants to its 13th annual conference
- Increased funding for Hatteras LLC and Verdant Trade through thoughtfully designed presentations and forward-thinking marketing collateral
- Art directed bronze medal-winning (Living Now Book Awards) 288-page cookbook for *Colorado Fit Kitchen*, gaining 5-star Amazon reviews as well as selling out on QVC
- Named one of LinkedIn ProFinder's Best of 2017 and 2016 designers

# SUSIE DECKER

## THE BAY CLUB COMPANY | Senior Graphic Designer

March 2012–March 2015 | SAN FRANCISCO, CA

- Generated dynamic internal and external email and print marketing campaigns utilizing Salesforce analytics to grow sales and increase current member club usage
- Raised \$100,000 for ALS research through out-of-the-box concept and design of *Augie's Quest* campaign
- Initiated development of detailed marketing processes to incorporate consistent branding in new club builds and acquisitions while increasing brand awareness and trust
- Managed corporate brand guidelines across all channels to establish a voice for the clubs and ensure continued consistency in brand and messaging for members

## ROCKYOU | Creative Manager

September 2009–March 2011 | SAN FRANCISCO, CA

- Spearheaded marketing, gaming, and website branding initiatives to ensure consistent, targeted and clear messaging across all platforms, strengthening the brand to consumers and gamers
- Developed, produced, and managed all print marketing materials, advertising collateral, event signage, sales presentations and in-house graphics to expand external branding and awareness
- Created high-impact digital advertising integration solutions within games for top clients like *Sour Patch Kids*, *ABC Family* and *FTD.com*, resulting in increased play time and purchased extras within games
- Defined new processes to decrease the onboarding time for new games
- Led three freelance designers and helped each build business acumen, time management, and prioritization skills

## SPORTING NEWS | Associate Art Director

July 2007–July 2009 | NEW YORK, NY

- Chosen to launch first in-house promotional art department in 125-year history of the U.S.'s oldest and longest-running weekly magazine
- Gained advertising sales and brand awareness with creation of online and print media kits and promotional ads, third-party opt-in email campaigns, direct mail, and premiums
- Established brand standards and facilitated internal brand awareness and pride through educational seminars
- Created consumer relevancy through participation in the rebrand of all print and digital platforms

## EDUCATION AND CERTIFICATIONS

Washington University in St. Louis, BFA in Graphic Communications

eCornell University, Project Management (Pending 2020)