

SHIRLEY SUN

3336 Moraga St, San Francisco, CA 94122 | 415-866-8611 | shirlwsun@gmail.com

PROJECT/PROGRAM/ACCOUNT MANAGEMENT • COMMUNICATIONS LEAD • VETTING AND PRIORITIZATION

- Strong collaboration and communication skills
 - Excellent organization and follow-up practices
 - Team player / hard worker
 - Ability to foster positive relationships and credibility at all levels of the organization
 - Extreme attention to detail
 - Ability to multi-task
 - Passionate about adhering to deadlines
 - Proficient in Microsoft Office Suite
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PROFESSIONAL EXPERIENCE:

AT&T, Inc. | El Segundo, CA

August 2016 – February 2017

Senior Project Program Manager

- Vetted and prioritized communication requests
- Lead cross functional teams to submit communication deliverables within allotted timeline
- Ensured each request is communicated to the accurate lines of businesses
- Provided critical suggestions to implement new and improved communication systems, processes and deadlines
- Aligned communications for consistency across all lines of businesses
- Ensured adherences to quality standards and reviewed project/program deliverables
- Provided technical and analytical guidance to project team
- Recommended and took action to direct the analysis and solutions of major problems
- Communicated to client/vendors/leadership
- Wrote and conducted management of weekly communications across multiple indirect channels
- Tracked open/read rates of all email communications for performance analysis
- Identified key stakeholders necessary for communication approval
- Managed the integration of vendor tasks and tracked/reviewed vendor deliverables

DIRECTV, Inc. | El Segundo, CA

September 2008 – August 2016

Communications Specialist, Acquisition Marketing

- Key communicator between internal sales/marketing teams to external dealers
- Wrote content and managed development of weekly emails, quarterly sales guides, ongoing fact sheets and monthly newsletters to dealers
- Evaluated copy, layout/artwork and production materials and provided suggestions in keeping with agreed upon strategies and timeline
- Gathered feedback from internal departments to implement necessary changes to achieve mutual goal
- Managed jobs/traffic with Creative Services
- Maintained and updated content on Dealer Center web site
- Liaison between art directors, vendors and other internal departments
- Launched DIRECTV Commercial Sales Tool App and managed offer/product/content updates
- Developed policy and procedure documentation to train new employees
- Researched problems, needs and goals of a case study, provided solution and presented to executives
- Traveled annually to Dealer Conferences to provide help and support at the venues and internal Sales and Marketing team meetings

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Database Marketing Group, Inc. | Irvine, CA
Account Manager

February 2003 – June 2008

- Managed project timelines, processing and production from start to finish
- Collaborated with Account Executives in management of key accounts to optimize customer satisfaction
- Responsible for weekly production of direct mail in online division
- Accountable for monitoring online system functionality and navigation
- Assisted with creative directions and new client marketing programs
- Developed interface improvements for Admin Console which assists in customer service and site creation
- Client advocate and liaison between Sales, Programming, Account Management, Accounting, Quality Control, Creative and Production Departments
- Created and updated online system interface and site improvements
- Primary sign-off for all new programs, existing laser, creative and site changes
- Managed monthly reconciliations and invoicing
- Assisted in sales for affiliates/franchisees/dealers
- Liaison between data and print vendors
- Developed storyboards for new ideas to improve current internal and external systems
- Assisted with interviewing process for new candidates to join the team
- Maintained client's online system interface
- Attended press checks to ensure quality of print jobs
- Managed data ordering process and approved data counts
- Managed laser changes and new file setups with Production Team

EDUCATION: Bachelor of Science, Telecommunications Management
DeVry University of Fremont, California (March 2002) GPA: 3.6 Dean's List (Honors)

CERTIFICATION: Microsoft Certified Professional (MCP) 2002

REFERENCES AVAILABLE UPON REQUEST