

Sharon Mendoza, MBA
Houston, TX

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FOCUS

Operations leader with financial, manufacturing, and marketing experiences ready to join your team. Ability to lead the team or project with solid tactics and strategy. Competently execute processes and workflows. Strategic focus on completion with measurable results.

PROFESSIONAL EXPERIENCE

AIG Retirement Services – Houston, TX

Associate Director, Operations Business Support, Life and Retirement Division (1/2015 to present)

Manage business analyst and project manager team resources
Hiring manager with 11 direct reports.
Reviewer of Project Charters, Project Benefits, BRDs for IT automation, marketing, and database projects.
Team trainer on project management, business analysis, leadership and communications.
Coordinate delivery of multiple projects deliverables simultaneously.
Publish project dashboard monthly.

Liaison Resources – Round Rock, TX (Dell Inc. Consultant)

Program Manager/Digital Technical Marketer at Dell (1/2012 to 10/2014)

Accomplished preparer of manufacturing instructions, SOWs, and ad contracts for Dell brand publishing.
Website specialist for technology articles on social media and blog posts on Kaporst/WordPress site with SEO.
Creator of mailing lists with target audience, radius, and segmentation details for each campaign.
Processor of merge/purge, concatenate, upload files to database, and prep files for mailing vendor.
Ongoing maintenance of 6 Filemaker13 databases with weekly backups, NCOA updates, opt outs and changes.
Analyze print and digital circulation metrics with SiteCatalyst Excel Client and Report Builder website analytics.

ITT Technical Institute - Austin, TX

Adjunct Faculty (06/2011 to 10/2014)

Instructor of Marketing, Project Management and Business Communication labs and courses.
Create and present lectures, case studies, class assignments, course research papers and projects.
Design and instruct a digital eportfolio class for graduating students.
Hands on mentor on projects, labs, assignments and presentations.
Strategic mentor to students on course and industry topics.

Charfen Institute - Austin, TX

Director of Marketing (08/2011 to 11/2011)

Hiring Manager with 6 direct reports that mentors team and works with cross-functional teams.
Create email campaigns for five corporate brands in the real estate education market.
Website specialist for six websites with marketing collateral and industry updates.
Event Planner for marketing strategy for events, webinars, and industry broadcasts.
Drive traffic to websites social media.
Project leader on Bank of America industry broadcast webinar.
Designed and implemented call center escalation program.
Integrate social media into digital marketing channels.
Report department metrics and prepare forecasts. Focus on results.

Tabs Direct – Houston, TX

Vice President Account Services / Marketing (08/2008 to 07/2010)

Provided change management, client strategy and market segmentation for email marketing, landing pages, litho print, digital printing, direct mail marketing products from inception to mailing achieving \$50 million.
Financial responsibility for department of 45 people included SOWs, SLAs, metrics, budgets, team scorecard, procurement, ROI, TCO, invoicing

Key decision maker on direct mail, product management, client engagement, and brand initiatives.
Member corporate leadership team, business continuity planning team, disaster recovery team.

EDUCATION

Master of Business Administration, McNeese State University, Lake Charles, LA 70609

Bachelor of Science in Marketing, McNeese State University, Lake Charles, LA 70609

President and Vice President of Business Organization. Key Award recipient.

Adobe Creative Suite classes (Acrobat X, InDesign, Illustrator, Photoshop, Dreamweaver, Flash)

COMMUNITY INVOLVEMENT (07/2010 to present)

IIBA – (2015 to present) Vice President of Marketing and Board Member. Promoter of Space City BADD.

Austin AMA – (01/2011 to 10/2014) Vice President Membership and Board Member,

Volunteer: Technology, Membership, and Communications Committees, Special Interest Groups, Ambassador, Twitter Specialist, WordPress website Manager, Emma email marketing.

Award: June 2013 International Award for Largest Membership Increase in division

American Marketing Association Leadership Summit, Mid-Winter Leadership, Board Retreat

ProductCamp Austin – (01/2011 to present) Volunteer and Participant.

Austin Online Marketing – (01/2011 to 10/2014) Volunteer and Participant. Design, Create, and Manage Personal Website. Learn Social Media and Internet Marketing strategies for Marketers.

TRAINING

Recent training on Ariba, Adobe Suite, Social Marketing Media, Emma, Kapost, CRM, ProductCamp conferences. Dell training on Leadership, Contracts, Social Media, Salesforce.com, Marketing Automation, SiteCatalyst15 Excel Client and Report Builder. Strong focus on social media, client relationships, leadership and marketing.

OFFICE SKILLS

Microsoft Office suite, Word, Excel, Access, PowerPoint, Outlook, SharePoint, Adobe Creative Suite, Kapost, WordPress, Salesforce.com, Emma, Constant Contact, TrendTools, Service Now, Workday, Ariba, Orbis, Mascot, MsgParse, Duplicate Finder, Filemaker13, Google Analytics, AdobeSiteCatalyst15, Adobe Acrobat XI, BrainKeeper, InFusionsoft, Basecamp, Fogbugz, Pinnacle, WebSphere, Oracle, FACT, AgileNET, proprietary web based applications and CRM systems.

JOB RELATED SKILLS

leader, mentor, instructor, corporate trainer, marketing campaigns for membership acquisition, membership retention, activation, and renewals; financial loyalty marketing program, credit card offer program, social media marketing campaigns, database marketing, merge/purge, NCOA, direct mail marketing, email marketing, digital marketing, technical marketer, workflow automation, multi channel marketing, hiring manager, career paths creator for team members, project management, procurement, ad agency experience, SOWs, advertising contracts, magazine publishing, vendor management, win-win negotiations, customer service onboard experience, client engagement, sales engagement, Dell training in market automation, leadership, brand, social media, contracts and procurement

EXPERIENCE SKILLS

Forecasts, marketing strategy, cross functional teams, Facebook, Twitter, LinkedIn, profit & loss responsibility, brand strategy, project management, key performance indicators, ROI, IRR analytics, collaborative team building, client engagement, WordPress websites, Adobe creative suite, loyalty marketing programs, procurement, content marketing, marketing operations, strategic initiatives, direct mail marketing, vendor scorecards, marketing campaign plans, A/B testing, matched panels testing, drip campaigns, magazine publishing, WordPress blogs, operational workflows, change-friendly leadership, grounded-working with uncertainty, sales enablement, flexing-leading diverse groups, proposals