

Catherine Baush Funderburg

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Digital Marketing Executive

Offering a 12-year Track Record of Innovative Technical Strategies that Grow the Bottom Line

Hands-on, ROI-focused Digital Marketing Director leveraging strategic assessment, analytical planning, business development, and digital marketing acumen to effectively lead marketing campaigns, direct staff, and manage projects. Design and drive high-impact, cost-efficient initiatives that increase efficiency and productivity. Visionary leader and creative thinker attuned and responsive to customer feedback, skilled in complex project development, direction, and execution, and driven by stakeholder bottom-line success.

- ✓ Leverages digital marketing programs and implements planning for enterprise level technical projects.
- ✓ Skilled in training team members; reports on successful implementations to high-level decision-makers.
- ✓ Establishes superior programming standards and methodologies for digital application development.

Digital Marketing • eMarketing Business Models • Defining Objectives • Branding/Brand Messaging • Mailing Lists
Strategic Planning / Strategy Development • Project Management • Public Relations • E-mail Marketing
Email Analytics • Marketing Campaigns • Web Communications • KPI & Metrics Design

Professional Experience

AIG Life and Retirement, Houston, TX

2013-2015

The world's leading insurance organization, with more than 90 million customers around the globe.

DIRECTOR OF DIGITAL MARKETING

Headed up accountability for departmental overall customer satisfaction and communication, implementing a focused path for digital marketing projects; directly led strategy, spearheading a cross-functional initiative to achieve higher levels of productivity and reduction in errors.

Selected Achievements:

- Developed and directed launch of new projects, resulting in 100% error free outcome.
 - Eliminated redundancy of systems and streamlined processes by establishing job request system in three months with zero errors.
- Deepened and fostered relationships with global constituents and service providers.
- Defined and deployed advanced digital features for product specific digital assets.
- Hired and managed local, USA remote, and off shore staff members.
- Produced reports detailing results of campaigns and measured campaign impact and performance.
- Led team to an on time completion of the integration and migration of several websites into one integrated, branded website using the CMS Tridion with 99% error free results.
- Increased efficiency of complex web based production by 50%.
- Accomplished 100% completion of training content management systems across staff to ensure complete back up capabilities within first six months on the job.
- Trained fifty (+) executives, team members and remote partners on new system.

The University of Texas at Brownsville, Brownsville, TX

2011-2013

Educational institution and university located in Brownsville, TX.

DIRECTOR OF WEB COMMUNICATIONS

Led and implemented the creation of web based marketing efforts geared for student engagement and retention at The University of Texas at Brownsville. Created, analyzed, and reported on strategic digital marketing campaigns for the Office of the President, News and Information, and Institutional Advancement.

Selected Achievements:

- Leveraged current digital assets and improved message, design and navigation to streamline student engagement via priority enrollment services.
- Negotiated a 50% reduction of compliance software and worked with CIO and CSO to assist with funds for purchase.
- Successfully implemented compliance sheriff system to function with 100% efficiency; produced interactive, newly branded web presence which reflected newly adopted branding with ongoing system change efforts.
- Executed data cleaning measures and continuance for Raiser's Edge database integral to University Advancement activities.

Continued...

Professional Experience *(Continued...)*

Hillsborough Community College – Corporate Training Center

2008-2009

A two-year community college, located in Hillsborough County, Florida.

PROFESSIONAL DEVELOPMENT OFFICER

Implemented communications and development projects, and led needs assessments, corporate planning, and professional development activities to ensure organizational objectives were realized.

Selected Achievements:

- Opened communication initiative with national agency in an effort to resolve contract dispute and move forward with contract negotiation.
- Hired, managed, and scheduled 193 contractors/trainers.
- Designed, prepared and delivered professional development training, programs, promotional materials, enrollment and tracking methodologies for implementing adult training activities.
- Led needs assessments, corporate planning, and professional development activities to ensure organizational objectives were realized.

Monarch Park Web Consulting

2003-2008 and 2009-2011

Independent web consulting firm for digital marketing, project management and education.

PRINCIPLE OWNER / CONSULTANT

Coordinated web-based marketing training and digital marketing services for various organizations and firms. Selected and implemented appropriate digital tools, programming languages, and applications to meet goals.

Selected Achievements:

- Developed technology upgrades, system improvements and database deployments for Department of Veteran's Affairs – Office of Cyber Security.
- Implemented cost benefit (ROI) of ongoing project implementations for an international consulting firm.
- Managed project execution to ensure adherence to budget, schedule and scope.
- Achieved large-scale corporate training initiative across the state of Florida to support software upgrades and increase staff functionality.
- Developed, analyzed and deployed document assembly custom software for national agency.
- Effectively trained over 300 staff members, executives and support personnel on customer software usage for national law firm.
- Leveraged current technologies to increase productivity and maintain the bottom line.
- Taught technical continuing education for The University of South Florida with high acceptance rating.
- Developed application models, image templates, to meet user needs at industry standards.
- Trained over 150 international employees, executives and front line workers on the use and application of Microsoft Project Server and MS Project concepts and principals to enhance in strategic productivity program.

Education

Master of Science, Educational Technology, Strayer University, Rockville, MD
Bachelor of Science in Computer Information Systems, Strayer University, Rockville, MD

Technical Proficiencies

Tridion, Titan, Joomla, WordPress CMS, HTML5, CSS3, JavaScript, PHP, Perl, Contact email platforms, Salesforce, Blackbaud, MS Project, Project Server, Lotus Notes, Google Analytics, Omniture (SiteCatalyst), SharePoint 2013, Exact Target, Eloqua, NetCommunity, Constant Contact, eTapestry