

# SUSAN D. WALSH

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## PROFESSIONAL EXPERIENCE

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**SVP, Digital Marketing**                      **USA Bank**                      **July 2006 – Present**

- Launched company's Internet marketing channel with limited budget. Increased channel's sales while maintaining target unit cost. Positioned Internet marketing as a key driver of growth with widespread internal support.
- Responsible for leading team that handles all components of online marketing. Responsible for multi-million annual budget. Coordinate efforts of other teams, including design, usability, and IT.
- Responsible for developing key measures of success and strategy for division. Regularly report results to senior management, including annual presentations.

**Advertising Director**                      **USA Bank**                      **August 2003 – July 2006**

- Responsible for search engine and affiliate marketing programs. Developed expertise to manage online marketing campaigns internally. Trained new hires and transitioned management of programs.
- Created and drove web analytics initiative. Led vendor evaluation and selection process. Assembled team from marketing and IT to sell organization on an iterative test-and-measure approach.
- Selected for management development seminar.

**Senior Marketing Manager**                      **USA Bank**                      **February 2000 – August 2003**

- Responsible for print, TV, radio, and internet marketing campaigns.
- Responsible for ad agency and media buyer relationships, and for annual budget.

**Senior Marketing Manager**                      **Titan Software**                      **January 1996 – March 2000**

- Managed consumer marketing team.
- Responsible for website content, promotions, and monthly e-newsletter. Managed online affiliate program.

**Marketing Analyst**                      **XYZ Credit**                      **March 1992 – January 1996**

## EDUCATION

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BA History                      Yale University                      May 1989  
MBA Marketing                      Columbia University                      May 1992