

# **SUSAN DEISENROTH**

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## **PROFILE**

Creative Internet and Marketing Professional whose primary interest is the integration of information technology, specifically Intranet/Internet technology, to achieve improvements in business process and revenue growth. Effective communicator with excellent interpersonal and organizational skills and the ability to address both customer and user needs.

## **PROFESSIONAL EXPERIENCE**

- **PROMINA Health Systems, Atlanta, Georgia, July 2001 to Present**

- **Internet/Intranet Team Project Manager**

- Project Management position focused on developing and maintaining internal and external websites and applications within the Promina Health Organization. Sites include HealthyGeorgia.com as well as intranet On-line Claims, Referrals, Precertifications and Physician Fee Schedule applications. Each project involves a needs assessment, development activities, testing/piloting and training.

- **Galaxy Systems Technologies, Marietta, Georgia, September 2000 to July 2002**

- **Web Specialist/Marketing Specialist**

- Contracted to work in a small team to develop the Intranet site at Amplified Holdings. The intranet site was needed to unite employees located in three cities across the country. Information contained in the site included an employee directory, location information, Human Resources and related forms, business and personal news, current project information and plans, etc.

- Collaborative effort with Galaxy Systems to "start up" a website development business called Tap2.Net. This included product research and development, marketing research and planning, and actual web site development.

- **SunTrust Bank, Atlanta, Georgia, March 1991 to September 2000**

- **Marketing/Web Specialist**

- **Intranet Responsibilities:** Developed and maintained the Georgia and Atlanta Marketing Intranet Websites. This site "system" was developed to assist all Georgia branches by providing current, easily accessible information such as product brochures, campaign and advertising information, sales leaderboards, press releases, monthly newsletters, etc. The Georgia site consists of a main page containing "common" information among nine affiliate Banks as well as links to affiliate marketing sub-sites that contain local level information.

- **Product Responsibilities:** Responsible for PC Banking and Internet Banking. Participated in the Internet Banking pilot and launch, including product review and testing. Also responsible for our Credit Card product. Managed company level campaigns as well as designing local in-branch and out-of-branch campaigns and advertising to meet company set goals divided among 150 retail centers. Designed and conducted product training, best practices communications as needed. Responsible for annual budgeting including incentive and rewards expenses, campaign party expenses, gift item expenses and other operating expenses. Analyzed reports including approval rates and market penetration to ensure goals were met and to determine target "sub-markets."

- **Sales and Service Manager**

- Focused on proactive sales of credit products and lending for primarily personal branch customers. Continuous profiling and cross-selling of Bank services insured both customer satisfaction and Bank profitability. Bonuses earned by surpassing personal sales and lending goals as well as by motivating employees to surpass established sales goals. Operational responsibilities included reviewing employee performance and production continuously and establishing and maintaining procedures, records and files.

## **COMPUTER AND SYSTEMS PROFICIENCY**

DreamWeaver, Front Page, PhotoShop, Beginning Flash, Beginning Illustrator, Beginning Quark, Adobe Acrobat, Excel, Access, Word, Power Point, Internet Proficient

## **EDUCATION**

### **The Art Institute of Atlanta**

AA Web Design and Multimedia - September 2002

Top Academic Honor

### **Clemson University**

BA in Psychology, minor in Communications - August 1988