

# Susan Quakkelaar

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## Interactive Marketing Manager

An accomplished and passionate leader with demonstrated client relationship success, leadership experience, strategic planning, technical understanding and process organization

## Professional Experience- Minneapolis, MN

Cambria (December 2008 to Present)

### *Interactive Marketing Manager*

- Established and developed interactive group from the ground up. Expanding understanding of the media within the company.
- Driving all interactive/digital work for the company. Directing strategic planning, education, team leadership, vendor management and execution for all projects, including: CambriaUSA.com Redesign, CambriaStyle.com, Cambiland.com, Social Media, Digital Reputation Management, and Online Advertising.
- Designing and implementing all interactive processes (project initiation, review and approval processes, resource management, project documentation, etc.).

Minneapolis College of Art and Design (Fall Semester 2007 to Present)

### *Adjunct Faculty- Project Tracking*

- Responsible for curriculum design, class lecturing, speaker coordination, grading and student mentoring.

Allen Interactions (December 2006 to October 2008)

### *Senior Interactivity Producer*

- Led teams of instructional designers, writers, developers, and QA to design and produce eLearning courses for the following clients: Fidelity, Cargill, University of Minnesota.
- Implemented a tool to facilitate resource management by designing the tool, providing training for all Project Managers to use the tool, and implementing a weekly process for managing resource needs by using the tool.
- Led an initiative to begin documenting the instructional design of courses using a learning architecture document in order to identify opportunities for improvement in the design and to aid in scope management.

RMG Connect (June 2006 to December 2006)

### *Interactive Project Manager*

- Led a team (information architect, writer, designer, production artist, developer, QA and associate pm) to create a Spanish version of the Evercare website for United Health Group. Additional work included updates to the English version of the Evercare website.
- Improved forecast and revenue tracking documentation by meeting with all users to understand needs, designing improved document, and training users to contribute to document.

Ham in the Fridge Design (September 2005 to May 2006)

### *Account Director / Interactive Project Manager*

- Led all projects from inception through completion.
- As the first account director / project manager for the company, implemented many client relationship and project management processes (resource management, weekly statuses, billing improvement, project documentation).
- Projects included game design for Cartoon Network, assorted interactive work for Target (eCards, boutique sites, online ads), and five separate websites for Pure Fishing.

Carmichael Lynch (June 2002 to August 2005)

### *Interactive Project Manager*

- Began agency career as an intern, hired at graduation as a Project Coordinator, and promoted to Project Manager quickly to lead top agency interactive account- Porsche Cars North America. Responsible for \$1.2 million yearly budget and completion of all interactive projects for Porsche (microsites, promotional CD/DVD's, widgets, email campaign, online ads).
- Led teams of designers, writers, and developers to create varied interactive projects for clients, including- Porsche Cars North America, Brown Forman / Fetzer Wines, A.G. Edwards, Northwest Airlines, Maytag

## Education

Minneapolis College of Art and Design, Minneapolis, MN  
B.S., Visualization, 2003

## Certifications / Honors / Volunteer

PMI- Certification as a Project Management Professional PMP in 2008

AAAA - Completion of The Institute of Advanced Advertising Studies (IAAS); member of winning team 2004

MCAD - 2003 Recipient of the Vanderlip Award for exceptional learning achievement

Crisis Connection (Phone Counselor) – 2002 to 2007

## Interactive Project Types

Websites (promotional, commerce, intranet)  
eLearning Courses  
Online Ad Campaigns  
eMail and eNewsletter Programs  
Online Games, Widgets, and eCards  
Promotional CDs/DVDs  
Social Marketing (Facebook, Twitter, etc.)

## Computer Proficiency

Microsoft Office Programs (especially proficient with Excel, Project and Visio)  
Macromedia Dreamweaver  
Adobe Photoshop and Illustrator  
DFA (DART for Advertisers)  
Rich Media Ad Serving Software (Motif, Pointroll, Eyeblaster)  
Website Analytical Software

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## Recommendations

<http://www.linkedin.com/in/squakk>

### Interactive Marketing Manager at Cambria

"...It's difficult to fully articulate simply how GOOD Susan is at what she does, and for us, she does a lot..."  
Nathaniel Salzman, Interactive Designer, Cambria (worked directly with Susan)

"...Susan wields a firm grasp of usability, site mapping, wireframing and development which makes **her the best accomplice to any project needing a keen eye with no time to spare**. She is very diplomatic, patient and kind in her interactions. She's just great."  
Sheila Oberaigner, Interactive Designer, Cambria (worked directly with Susan)

### Interactivity Producer at Allen Interactions

"...Susan took a challenging project and restored trust with her clients, helped keep a stressed project on track, and delivered outstanding results at final delivery and acceptance. The **project would not have achieved success without her steady hand and creative insights** to resolve challenges and conflicts."  
Gene Danilenko, Project Manager, University of Minnesota (was Susan's client)

"Susan's commitment to quality extends beyond just the project she is working on. **Susan understands that quality is not just about the final product, it's about the way you go about achieving the goals of the project**. Susan's professionalism, mixed with her wit, humor, and commitment to excellence make her a joy to work with. Her attitude is inspirational and benefits not only her clients, but the people that are fortunate to work with her. Her energy maintains team chemistry and drives the team to succeed."  
Andrew Nooleen, Interactivity Developer, Allen Interactions (worked directly with Susan)

"... She is professional, ethical, efficient, communicative, and organized to a T. **She also has an amicable, pleasant relationship with those around her and helps keep the team morale and attitude positive and productive...**"  
Michelle Kenoyer, QA Specialist, Allen Interactions (worked directly with Susan)

### Interactive Project Manager at RMG Connect

"Susan played a key role in the further maturation of the PM practice at RMG Connect. Her insights and ideas regarding process and communication were foundational to future growth. Her ability to establish a confident and professional relationship with our customers provides a cornerstone for the relationship with the client. **She has set high standards by which others shall continue to be measured.**"  
Randy Wymore, Manager, Project Management, RMG Connect (managed Susan directly)

"... she met challenges with a smile and had a way of bringing calm, organization, and open communication to a project. When we worked on a project together, she always managed it with clear direction and smart insight. **Susan is an incredibly sharp woman who understands not only how to manage projects, project teams, and client relationships; but also understands the bigger picture of developing the business.**"  
Julie Horton, Information Architect, RMG Connect (worked directly with Susan)

### Account Director at Ham in the Fridge

"Susan's leadership and straightforward approach in sometimes challenging situations was a great value to both Target and Ham in the Fridge - **her goal was always a "win/win" situation**. She was a pleasure to work with and I highly recommend her."  
Jamie Hermes, Creative Services Buyer - Interactive Marketing, Target Corporation (was Susan's client)

### Interactive Project Manager at Carmichael Lynch

"... Give her any challenge. She quickly figures out what needs to be done, what the team needs and how she can get it for them. She uses no fancy party tricks, she just digs in and makes stuff happen. She asks questions – of clients, peers, superiors, or the man on the street – to find out what's really going on. **She learns fast. She self-corrects. She is persistent and organized. She's smart – book smart and people smart. Clients love her.** If you have the chance to work with her, I recommend it. I admire Susan and would work with her again in an instant."  
Melody Lentsch, Senior Partner, Director of Interactive & Direct, Carmichael Lynch Advertising (managed Susan directly)

"... her view is more than tactical: she has the ability to see the big picture: she understands strategy, and is equally comfortable and competent talking to clients as she is to the internal team. **When I worked with her, she was relatively junior in title only: her maturity, razor-sharp instinct and intelligence made her a great partner** - one that I'd welcome working with again."  
Stacy Graiko, Account Director, Carmichael Lynch (managed Susan indirectly)

"... Her skills transcended her official role that she held during our time together at Carmichael Lynch. Her dedication and ability to solving business problems the smartest way possible for both her employer and clients (while driving amazing results) is second to none. **I can't wait to work with her again. (One can hope.)**"  
Chris Wexler, Online Media Manager, Carmichael Lynch (worked with Susan)