

# Suzie Boudreault

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## Profile

Multilingual (English, French, Spanish) marketing consultant with strong business acumen. Dynamic, result-oriented and creative with a proven track record for successfully planning and implementing innovative marketing and business strategies, tactics and projects.

Work experience includes multiple industries on a North American basis through a Marketing Agency background, including: Financial Services, Canada and USA, multiple insurance products, multiple distribution channels B2B and B2C.

In a world where competition and customers' expectations are high, plans and develops innovative, customer-focused solutions, targeted at exceeding business objectives, increasing revenues and reducing costs.

## Accomplishments

- Launched a search campaign which resulted in a ratio ROI profit/cost of 7 to 1 for the client.
- Planned and managed a 3 months search pilot campaign. The test generated 1,504 monthly leads and a 15:1 profit ROI for the client. The company's ranking in results pages of search engines went from # 12 to #1.
- Reengineered marketing processes to increase productivity, with a 50% staff reduction.
- Reduced the costs of developing marketing materials by 30%, with quicker turn-around time.
- Achieved greater integration of online and printed marketing material, by improving the planning process.
- Built efficient, committed and high-performing teams. Attained 100% participation rate and 22/43 question scores rated 100%, 36/43 Very Good and 7/43 Good, in the 2006 employee survey team results.
- Planned and implemented an online campaign in targeted web sites to increase online brand awareness. The campaign generated 3 times greater results than the industry average.
- Increased revenue by \$21 million over 2 years for Home and Auto insurance products, by implementing an online quote system, that made it easier for customers to buy insurance.
- Increased call centre efficiencies, by reducing the average call time by 30 minutes per call, for customers coming from the Website.

## Experience

<p><b>SuzieB Marketing &amp; Art</b> Toronto, ON 2009 to Present</p>	<p><b>Marketing Consultant</b></p> <ul style="list-style-type: none"> <li>• Develop marketing strategies to meet business objectives.</li> <li>• Plan, develop and implement marketing programs, online and print.</li> <li>• Develop artwork for clients' campaigns to set them apart from the competition.</li> <li>• Plan, manage and implement day-to-day programs for clients in multiple industries, including: Search Engine Optimization, Search Engine Marketing, Copywriting, Website Management, and Product Brochures.</li> <li>• Monitor results of initiatives, report on results.</li> <li>• Plan and manage daily operations of consultation firm, including sales, administration and accounting.</li> </ul>
<p><b>DAC Group Digital Marketing Agency</b> Toronto, ON  2006 to 2008</p>	<p><b>Director of Production (Canada, USA)</b> <i>Manage team of 8 professionals (direct reports).</i></p> <ul style="list-style-type: none"> <li>• Delivered North American online initiatives and campaigns - on time and within budget.</li> <li>• Planned and developed pricing models and strategies in support of profitability targets.</li> <li>• Planned, developed and implemented cost-effective processes to deliver initiatives for existing and new digital products, including Search Engine Optimization, Search Engine Marketing, banner advertising, e-mail marketing and new media campaigns.</li> <li>• Provided strategic direction and leadership to the team for the planning and delivery of client solutions, in multiple industries.</li> <li>• Managed day-to-day operations and resource allocation, including prioritizing the team's activities, managing the workflows and the productivity.</li> </ul>

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## Experience Cont'd

<b>RBC Insurance</b> Mississauga, ON  2004 to 2006	<b>Director of Marketing (Canada, USA, International)</b> <i>Managed team of 15 professionals with a marketing budget of approx. \$5M.</i> <ul style="list-style-type: none"> <li>• Lead marketing strategic planning and developed programs for insurance products and services sold through 3<sup>rd</sup> parties – initiatives targeted at distributors and clients.</li> <li>• Developed marketing programs for printed and online including: retail, hand-outs, direct, brochures, general advertising, promotions, trade advertising, pitch kits, trade shows, sales kits, web sites management and online advertising - aligned with brand.</li> <li>• Managed the RBC Insurance local and community sponsorship programs.</li> <li>• Planned, developed and implemented brand programs.</li> <li>• Built strong relationships with senior management, executives and external vendors.</li> <li>• Planned and delivered research and insights initiatives for effective target marketing and for making informed business decisions.</li> </ul>
<b>RBC Insurance</b> Mississauga, ON  2000 to 2004	<b>Director, eMarketing (Canada and USA)</b> <i>Managed team of 10 individuals (Canada and USA) and budget of approx. \$1M.</i> <ul style="list-style-type: none"> <li>• Lead the planning &amp; development of the online programs while reducing costs.</li> <li>• Provided online marketing services to multiple stakeholders and distribution channels.</li> <li>• Planned, delivered solutions to increase revenues and qualified leads from the Websites.</li> <li>• Developed innovative strategies based on online behaviours, trends, emerging opportunities, usability principles, research and insights.</li> <li>• Kept traffic flowing on Websites through a myriad of initiatives, campaigns and strategies, including SEO and SEM (search engine optimization/marketing).</li> <li>• Managed the company's Websites, their development, enhancement and maintenance.</li> </ul>
<b>RBC Insurance</b> Mississauga, ON  1999-2000	<b>Manager, Internet Strategies</b> <i>Planned and managed budget of approx. \$ 200,000.</i> <ul style="list-style-type: none"> <li>• Created, developed and enhanced the company's Websites.</li> <li>• Developed and delivered Internet strategies, created business cases and action plans to build awareness of the Website and to increase revenue.</li> <li>• Provided consulting services for Website matters (e.g. usability, brand, look and feel)</li> <li>• Identified sales and advertising opportunities based on industry online trends.</li> <li>• Represented the Insurance group on enterprise-wide committees and workgroups.</li> </ul>
<b>Royal &amp; SunAlliance</b> Toronto, ON 1998-1999	<b>Leader, Strategic Development</b> <i>Lead a staff of 16 with a budget of approx. \$600,000.</i> <ul style="list-style-type: none"> <li>• Developed corporate and divisional Internet strategies to meet business objectives.</li> <li>• Represented company in industry initiatives, planned and implemented initiatives.</li> </ul>
<b>CSIO</b> <i>(Industry Association)</i> Toronto, ON 1996 to 1998	<b>Manager, Standards Development</b> <ul style="list-style-type: none"> <li>• Planned and delivered industry-wide strategies and projects.</li> <li>• Developed online solutions to shorten the lead-time for product delivery.</li> <li>• Provided consulting services to member companies and system vendors for implementation of broker interface (Electronic Data Interface).</li> </ul>

## Education

- Associate and Fellow of the Insurance Institute of Canada (CIP & FCIP) and Canadian Risk Manager (CRM)
- Université du Québec à Montréal (Business Administration) and CÉGEP du Vieux Montréal (Communications)
- Ongoing programs including: CMA Advanced Marketing, Science and Art of Effective Web Design, EMarketing strategies, CIW, Advanced Coaching, Strategic e-mail marketing, Advanced e-mail Marketing, Strategic Marketing Management, Project Management, Brand Strategy, Brand Management, Brand on Web

## Interests

- In my spare time, I plan, implement and manage marketing programs for small businesses. I teach as a fly fishing instructor for a Fly Fishing School. I am also an artist – my painting portfolio can be viewed at [www.suzieb.ca](http://www.suzieb.ca).