



## *Suzie Boudreault*

Suzie has extensive marketing (online/print) and business experience in senior management roles in financial services, marketing agency and the non-profit sector. She has strategically planned and delivered a full range of marketing, online and communications initiatives for major corporations such as RBC, Royal & SunAlliance and Provigo (Loblaws).

Being familiar with the complexity of selling highly legislated products/services through multiple distribution channels, especially online, Suzie has extensive experience with targeting both business and consumer clients/prospects. An expert at introducing change, Suzie launched the first website for RBC Insurance in 1999. The website quickly became a key and profitable source of new leads and sales generation for the business and also resulted in a timesaving of approximately 86% for the completion of a sale. Through the planning and implementation of a Search Engines Optimization strategy, the website generated new and qualified leads, ranked well in the search engines, such as Google, and increased the revenue.

Suzie managed Digital products for a Marketing Agency at DAC, an agency specializing in Search Engines Optimization and Search Engines Marketing products (SEO, SEM). She planned and delivered the operations, pricing and product development for clients in multiple industries. She introduced new pricing strategies and modified the products to meet the clients' needs. By developing new pricing models and enhancing the delivery mechanisms on a North American basis, Suzie increased the profitability and exceeded the targets.

With years of experience in business, management, online and traditional marketing, Suzie formed a marketing firm to provide clients with innovative marketing services. The marketing firm offers online and print services. SuzieB Marketing & Art is known for making its clients' websites rank #1 on Google. Also for setting its clients apart by using original fine art in the marketing material to set them apart from their competitors.

Suzie's marketing experiences include search marketing, online marketing, traditional marketing, brand, research and insights, sponsorship, tradeshow, integrated campaigns. Her online marketing knowledge, business acumen, combined with a result driven attitude, leadership and people skills is her recipe for success.

A multilingual individual (English, French, Spanish), native from Montréal, Suzie graduated from Cégep du Vieux-Montréal, UQAM and the Insurance Institute of Canada. She is committed to her professional development including CIP, FCIP, CRM, Canadian Marketing Association and Human Factors Internet programs, Certified Internet Webmaster and Web Designer certifications.