

Sukanya Mullick

Marketing & Communications Specialist



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Links

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Employment

Email Marketing/CRM Manager

Greater Twin Cities United Way, Dec 2018– Present
Minneapolis, Minnesota, United States

1. Managing the email development process, including: partnering with the creative team on content & creative production; and engaging with internal partners to identify and segment key marketing lists related to messaging objectives and audience.
2. Performing day-to-day email marketing activities including email campaign set-up: template creation, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns, creating events pages on the website to support email.
3. Supporting the donor journey mapping to optimize communication touch points and align with the organization's editorial calendar for content.
4. Managing the database by overseeing frequency of communication to audience segments, list hygiene, email deliverability and by providing insight into donor/volunteer behavior.
5. Designing, deploying, maintaining and optimizing programs using marketing automation tools/software.

Marketing Information Manager

National Sports Center, Nov 2017 – Nov 2018
Blaine, Minnesota, United States

Email Marketing:

- Worked with NSCF work-groups to create email calendar based on upcoming events/milestones.
- Generated email content to drive sales.
- Managed Contacts; uploading lists to CRM and identifying proper tag/contact recipients for sends.
- Created graphics & managing all the email marketing aspects for NSC and its counterparts Victory Links Golf course and Velodrome Cycle Racing Course.

Summary of Qualifications

1. Accomplished Project and Business Development Manager having 5+ years of experience in the information technology industry in application project management, designing, estimating, documenting, testing and implementing e-commerce solutions.
2. HubSpot Inbound Marketing & ClickDimension Certified Marketer: Specialized in Marketing Communications, especially in inbound marketing. Identified the strategies for online promotions and have the experience of working with Marketing Automation and CRM.
3. Combine customer-focused mind-set with mature Project Delivery acumen to achieve timely delivery of high-quality products, services, and support.
4. Track record of surpassing business goals by ensuring optimal utilization of resources, processes, and technology.
5. Proven success directing quality and process improvement initiatives, systems engineering projects, operations, and program management across diverse industries.
6. Guide teams throughout project life cycle, applying advanced communication, training, and mentoring skills.
7. Expert in planning and execution of multiple global projects and programs, leading both local and virtual teams.
8. Implement standardized project management methodologies, cost controls, and best practices; manage daily operations, prioritize resources, and develop creative solutions to broad issues.

- Reported email metrics (send volume, open rate, click rate) and track messaging effectiveness.
- Drove the project of launching new database and CRM platform – Microsoft dynamics and Click Dimensions. Working with cross over groups to design the architecture of data.
- Recorded all sponsor related marketing materials and periodically updating all the media channels and the website.
- Worked on Google AdWords to spend the Google grant to increase traffic and ROI.

Social Media Marketing:

- Managed social media marketing efforts, including development and management of cadence of messaging and content generation relative to upcoming events/milestones.
- Reported metrics (new users, engagement [reposts, comments, etc.], length of view) and track effectiveness.
- Contributed to strategy and content generation for various assigned channels.

Website:

- Maintained quality and NSCF/program brand standards across pages.
- Provided technical assistance to staff in management of content and creation of new pages.
- Maintained updated images and graphics to keep website fresh.
- Monitored and managed content – dates, times, location updates, grammar, punctuation, links and brand standards.
- Reported metrics (number of visitors, new vs. Returning, length of time on pages, conversion to sale) and tracking the effectiveness.
- Leadership in website architecture.
- Creation and management of landing pages, surveys; tracking and reporting metrics.

Development Assistant

Urban Arts Academy, Feb 2017 – Oct 2017
Minneapolis, Minnesota, United States

- Communicated the mission of Urban Arts with staff, volunteers and within the community in order to connect current and prospective donors with mission outcomes.
- Assisted in implementing strategies to build a large sustained base of annual individual donors. Developed, implemented and monitored development strategies to enhance the cultivation, solicitation, and stewardship of donors.
- Developed relationships with constituents, referral partners, and existing volunteer leaders in order to obtain a personal introduction to prospective constituents.
- Identified prospects, research and analyze development options in order to identify business opportunities. Cultivate prospects as assigned.
- Assisted in the development and implementation of Urban Arts' annual fundraising plan, including helping to coordinate a new Monthly Giving program.
- Utilized electronic data management tools in order to review and analyzed pertinent information and monitored financial and mission-related results.
- Served on Task Force for Data Clean Up.
- Served as Staff Liaison and Active Committee Member for the UAA Gala Committee.

Signature Skills



Technical Skills

1. Microsoft Office – MS Word, PowerPoint, Excel
2. Website Design, HTML, CSS, Google Analytics
3. CMS - Wordpress, Drupal, SportsEngine
4. Database - eTapestry, Raiser's Edge
5. Marketing Automation - HubSpot, Constant Contact, Mailchimp, Infusionsoft, ClickDimensions, Salesforce, Act-On
6. Working knowledge of Photoshop CC 2018

Education

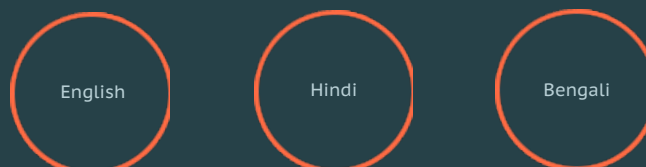
MBA

University of Wisconsin River Falls, 2015 – 2016
River Falls, Wisconsin, United States
Master of Business Administration
GPA - 3.9

M.Sc.

University of Calcutta, 2006 – 2008
Kolkata, West Bengal, India
Master of Science in Economics
First Class

Languages



Marketing Assistant

LifeCell Corporation, Sept 2016– Jan 2017
Branchburg Park, New Jersey, United States

- Supported medical device marketing projects; gathered and organized data to provide information for departmental special projects or reports; assisted in preparing written reports; accompany professional level employees on assignments.
- Supported direct mailings and email campaigns to reach surgeons throughout the United States.
- Performed competitive market analysis including annual revenues, sales growth, and estimated market share regarding the company and its primary competitors within specific market segments to assist sales growth and product market penetration.
- Managed the development of marketing materials from concept to completion & their dissemination to the field.
- Analyzed industry articles to identify and extract relevant data to incorporate into effective marketing materials for the sales force.
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- Developed marketing strategies for new product launch
- Created email campaigns to reach surgeons and sales reps throughout the United States.

Marketing & Communications Associate

PDI Healthcare, June 2016 – Aug 2016
Orangeburg, New Jersey, United States

- Migrated all the marketing contents from Act-On software to HubSpot.
- Created custom landing pages and eblasts.
- Migrated & managed contents to the new website of the organization.
- Identified and manage any functionality updates made to the company website.
- Designed Newsletter & Social Media Promotion.
- Managed marketing automation software to create email campaigns and landing pages.
- Managed & updated Salesforce and the current CMS.
- Supported initiatives of internal teams through a wide range of external and internal communications projects.
- Coordinated monthly external e-newsletter creation and distribution.

Project Manager

Creative Web Logo Technologies, 2006 – 2010
Kolkata, West Bengal, India

- Interacted with clients and delivered projects. Responsible for Online Project Bidding.
- Directed and negotiated terms and conditions with various Clients to extend applications and delivered applications.
- Managed and tracked the progress of the project in different stages.
- Defined Web marketing Strategies and Web Business Consulting.
- Assisted for validation and data collection from all systems and developed test strategies and transitioned applications including the development of strategies for several systems.
- Conducted regular impact analysis in order to assess the consequences of the project delivery.
- Accelerated future delivery process by project harvesting.
- Hired staffs and equipping resources with necessary skills.

Recommendations

Digital Marketing Manager

Barclay Kruse, Chief Communications Officer

"Sukanya Mullick worked as the digital marketing manager at the National Sports Center in Blaine, Minnesota. She was responsible for managing our CRM software, various email contact lists, multiple email marketing pieces, and tracking metrics for email marketing campaigns, social media, and website views. She also managed our website architecture and website content. Sukanya is intelligent, analytical, and disciplined in her work habits. She is a quick learner. She worked as a member of a five-person marketing team, and quickly became a valued member of the team. The National Sports Center is a very busy sports event facility, with many last-minute project requests. Sukanya managed the pressure and unexpected projects well. I would welcome the opportunity to work with her in the future, and I would recommend her strongly for digital marketing-related positions."

Marketing & Communications Associate

Polina Opelbaum, Communications Manager

"Sukanya helped me with digital marketing projects at PDI. She was able to quickly learn the various systems, which was very beneficial in completing the projects before deadline. Sukanya is not only a quick-learner, but she is also hardworking and a pleasure to have on the team. I enjoyed working with Sukanya, and think she would be an asset to any organization"

Development Intern

Vladimir von Tsurikov, Director

"Sukanya worked as an intern at The Museum of Russian Art in 2015, and it was an incredibly positive experience. She hit the ground running, and was tasked with cleaning up donor data, track donations, and assist with the museum's membership program. Right away, she showed remarkable initiative and expanded into social media and marketing. Definitely a big asset to our museum! Thank you Sukanya for your time at TMORA".

Development & Fundraising Intern

Tamar Ghidalia, Executive Director

"Sukanya Mullick was our Fundraising Intern from January to May 2016. The following is the list of her accomplishments and completed tasks she did for UAA:

- Generated and posted event information for Urban Arts on Facebook.
- Managed in-kind donations for annual Gala fundraising event in eTapestry database, including donation requests, donations received, and thank you letters.
- Assisted in promotion of Urban Arts summer programming.
- Updated content on Urban Arts website. Sukanya is kind, enthusiastic and takes direction very well. Every project we gave her and that she took on was well executed. Her strongest asset is her communications skills and the ability to bring projects to fruition in all the elements of her work. Sukanya is curious, creative, inquisitive, and sensitive to and tuned in to others' needs. She is a hard worker who is consistently dedicated to improving the quality of the work. Sukanya's demeanor is one of respect, warmth, commitment and integrity".

Event Assistant Service Intern

Teri Vogt, Manager, Corporate Partnership

"I would like to recommend Sukanya. Sukanya is very detail-oriented and did a great job compiling our event end of year metrics, helping us analyze the results of our marketing and fundraising tactics. She is a great communicator, asking excellent questions to make sure she understood the data needed by our staff".