

SUZETTE AQUINO

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PROFILE

Accomplished professional with 13+ years' of broad and diverse experience providing product leadership and support across various platforms. Successful at building, leading and empowering cross-functional teams to develop and deliver products and enhancements per customer requirements. Able to develop and translate vision, strategy and roadmaps into product specifications. Effective at leveraging key relationships, analysis, and project management skills to achieve corporate goals, improve processes, and maximize product / on-time performance. Proven track record sourcing and selecting vendors to negotiate favorable contracts, while ensuring product needs are met.

Product Lifecycle Management	Process Improvements / Integration
Cross-Functional Team Leadership	Performance Metrics / Analysis
P&L / Budget / Forecasting	Vendor Sourcing / Negotiations
Project Coordination & Execution	Customer Needs Assessment

PROFESSIONAL EXPERIENCE

QUOTIENT TECHNOLOGY INC. – Cincinnati, OH

2006 – Present

Global pioneer and leader in digital marketing platforms.

Manager, Content & Specialty Support (2018 – Present) | Manager, Vendor Relations (2017 – Present)

Promoted in roles of increased responsibility from overseeing vendor relations to directing content / speciality support functions. Supervise, train and mentor 37 direct reports. Accountable for service delivery / performance, project coordination / budgeting, process improvements, staff training & development, and contract administration. Reviewed and evaluated current contractual agreements.

- Improved on-time product performance by establishing multiple verticals to support different departments: graphic designs, clearing, product, business operations, client services, media, and legal and finance.
- Built and managed various cross-functional teams to provide product support, training, and documentation across entire organization.
- Boosted productivity by utilizing business tools / processes, restructuring / consolidating teams, and cross-training support staff to create efficient, scalable business units.
- Generated significant cost savings by realigning a 37-member team to provide 24-hour worldwide support.
- Exceeded and/or met company goals by building and leveraging strategic relationships with vendors in the US to successfully negotiate favorable contract pricing for products and materials.
- Worked closely with a procurement department to source and select vendors based on company's business and technology requirements.
- Shortened time to process POs, MSAs, and SOWs by directing process improvements for an operations department.
- Planned and coordinated production planning sessions to help vendors integrate their production schedules with organization's requirements.

Production Specialist Lead (2015 – 2017)

Selected to oversee a team supporting production requirements in North America and offshore. Motivated, evaluated, and led team resources. Accountable for performance / quality metrics, SOPs, project management, communications, stakeholder relations, and best practices. Helped facilitate product development / launches.

- Spearheaded numerous production projects to develop and launch new products and services covering digital circulars, Shopmium, coupons.com cash back, coupons.com, and Shopmium clearing.
- Increased sales growth / performance by tracking and managing processes supporting company's print and mail business.

Manager, Print & Mail Operations (2013 – 2015)

Led day-to-day operations for a print and mail department that included overseeing P&L performance, campaign management, production scheduling, quality assurance, and software enhancements. Managed, coached and led a three-member team. Identified continual areas of process improvement to automate and expedite client services. Monitored campaign performance and redemption of large direct mail projects. Assisted sales in providing pricing quote for direct mail campaigns. Negotiated and managed vendor contracts.

- Doubled revenue earnings (2013) by directing the production of more than 2 million printed coupons for one of the company's largest direct mail partnership.
- Decreased costs by 25% by negotiating vendor fees and terms, while maintaining high quality services for projects.
- Designed and implemented a work plan including managing a budget, stakeholder relations, scopes, testing, risks, and reporting requirements for key projects: CAC Client 2.0 Enhancement, WebPMR; Direct Mail Outsource Plan.
- Championed and led a project to research, test, and deploy a new, innovative campaign management tool, WebPMR.
- Improved internal client service interactions by developing training documentation and guiding internal teams to launch a JIRA ticketing system and redemption investigation process.
- Streamlined file transfers to vendors by initiating an SFTP site to expedite projects and accommodate requirements for one of the company's outsourcing partners.
- Rolled out group / individual training, new hire presentations, and company guidelines to mobilize and equip print and mail associates with knowledge in technical systems and production processes.

Production Lead (2011 – 2013)

Served as Production Lead for a coupon processing and mailing services department. Accountable for coupon creation, testing, SLA preparation, invoice tracking, and vendor negotiations. Provided project troubleshooting, resolution and support for internal and external clients.

- Hired and led a 7-member department team of agents responsible for processing coupons for company's print and mail division.
- Increased staff accountability and output by training team on QA / support protocols as well as defining performance metrics and production standards.
- Prepared and submitted weekly and monthly reports to provide real-time information related to production, pipeline activities, and revenue earnings.
- Planned and coordinated projects to enhance systems and fix software bugs, while streamlining workflows across testing functions, CAS drop, duet scrubbing, and direct mail projects.

PREVIOUS POSITIONS

Coupon Production Support Lead (2010 – 2011)
Coupon Processing Agent (2006 – 2010)

Key Highlights

- Oversaw production activities for a team of clearing agents responsible for ensuring transaction accuracy of vouchers, payments, detail matching, and retailer adjustment reporting for coupon payments.
- Developed and implemented recommendations and improvements to streamline clearing / print / mail operations.
- Groomed and coached new hires on productivity standards to create high value business units.
- Played key role in creating a coupon for a personalized discount campaign for one of the largest retail grocery chains in the US.
- Aided in major print and mail projects for high profile CPG clients to market and promote beverages, animal food products, and over-the-counter medicines.

EDUCATION

- **Masters Degree in Library & Information Science**, San Jose State University, San Jose, CA
- **B.A in History & Political Science**, Notre Dame de Namur University, Belmont, CA
- **B.S in Commerce – Legal Management**, San Sebastian College Recoletos de Manila, Manila, Philippines