

Shyann VonRueden

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EXPERIENCE

SENIOR DATABASE MANAGER

Dallas, TX

04/2014 – present

- Establish individual performance goals, review performance against goals and provide coaching for associate development
- Respond to database issues and inform management. Follow through and establish permanent fixes
- Manage database budget, licenses and vendor management relationship
- Provide guidance, direction and managerial leadership to junior resources
- Develop and manage both long and short-term goals for department and staff
- Help develop and execute the department roadmaps
- Create, track and update project schedule, communicate project status to the team members and to management

MARKETING DATABASE MANAGER

Phoenix, AZ

12/2007 – 02/2014

- Analysing marketing data to understand what is working and what is not in order to improve on the segmentation execution and marketing ROI
- Provide analysis of data, identifying key segments and provide selections for campaigns
- Work with the CRM Solution Manager to ensure Salesforce is configured to ensure a high level of data quality
- Develop a ‘single customer view’ and ensure that core customer data held in disparate business systems (e.g. Marketo) is updated through robust interfaces
- Manage and coach the Marketing Database Administrator, set objectives and appraise performance
- Responsible for the Segmentation Execution and Strategy in APAC and ANZ and working with the marketing managers to advise them on the segmentation best practises in their regions
- Provide advice and support to managers and staff on customer data governance issues

DATABASE MANAGER

Detroit, MI

06/2004 – 09/2007

- Manage the performance, integrity and security of donor and constituent databases and related management information systems and communication systems
- Help develop and execute against a global strategy for database technologies in the firm
- Provide reporting and technical expertise as necessary for the development and maintenance of organizational processes
- Keeps senior technical management informed by preparing reports on system performance and problems
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- Assist with the development and tracking of alumni engagement statistics and reporting
- Provide monthly activity report to the program manager

EDUCATION

JAMES MADISON UNIVERSITY

Bachelor's Degree in Computer Science

SKILLS

- Strong incident management capabilities and the ability to understand risks and quickly assess impact and take corrective actions as necessary
- Excellent time management skills, ability to meet deadlines and set timelines and accomplish work in order of priority
- Proficiency with Excel pivot tables and information systems
- Ability to manage multiple projects and adjust to quickly changing priorities
- Proficiency with Microsoft Office Suite and ability to learn new software as necessary
- Ability to organize detailed work to meet deadlines and work independently and as a member of a team
- Excellent written and oral communication skills with the ability to work with both technical and non-technical users
- Good research skills: able to follow an analysis plan faithfully and fully document work
- Ability to work independently, manage multiple project timelines, and respond quickly changing priorities in a fast-paced environment
- Ability to maintain confidential information, and to learn and apply University policies and procedures to ensure operational compliance and reliable judgement