Suzanne Ann Pothen

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EXECUTIVE SUMMARY

Growth oriented technology professional with experience across Digital Marketing and Payments domains. Passionate about the transformative role of technology in emerging markets.

SELECTED EXPERIENCES

Digital Marketing Analyst | Cooee Australian Virtual Mobile App – Australia   June 2022 - Present

Role Overview: Analysed and optimised digital marketing channels to increase the number of monthly subscriptions for Cooee, an application that offers app-based mobile call and text functionality.

- Supported the creation and management of digital marketing channels (GoogleAds and Marketing website) in order to prove the initial viability of the product and drive user sign-ups.
- Recommended enhancements to digital channels to improve user experience and tactics to increase traffic (Google Play and AppStore) and sign-ups.
- Defined and analysed key product metrics (# of sign-ups and # of website visits)

System Analyst | System Development - Ministry of Interior – Al-Dajeej, Kuwait   May 2019 – April 2023

Role Overview: Supported the development of a government identity administration platform (Web and mobile) for all Kuwaiti civil services (4 million people) including national identification cards, driver's licences, passports and voting licences.

- Technical support for user registration and login
- Payment monitoring and remediation for all identification services (20,000 per day)
- User Acceptance Testing for web and mobile services

Developer | Technical Support - Ministry of Interior – Al-Dajeej, Kuwait   May 2017 – May 2019

Role Overview: Worked in the CICS Team to support applications and enable backup and recovery for all Kuwaiti civil services on the Mainframe.

Teaching Assistant | Universal American School – Hawally, Kuwait   Sept 2016 - Apr 2017

Role Overview: Supervised activities and assisted teachers by working with students on basic computer concepts, Geometry and Algebra in Middle School and High School.

EDUCATION

Rajagiri School of Engineering and Technology

B.Tech in Computer Science and Engineering – Kerala, India   June 2016

Carmel School Kuwait

Central Board of Secondary Education – Salwa, Kuwait   May 2012

SELECTED TECHNICAL SKILLS

- Testing Tools: SOAP UI | Programming Languages: C, C++, Java, HTML, PHP | Database Analysis: SQL
- Mainframe Languages: JCL | Monitoring and Analysis Tool: Omegamon/CICS, Cognos | Scheduling Tool: Tivoli

LANGUAGES

English, Malayalam, Hindi and Arabic