

SUSANA PATNODE

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SUMMARY

Experienced Professional with 20+ years bringing people together, breaking down barriers, and delivering solutions. Extensive experience in conflict resolution, negotiation, and time management skills.

EXPERIENCE

DIGITAL MARKETING ANALYST - Clearwater, FL

- A thorough and comprehensive modeling into identity, image, brand positioning, and value proposition
- Exploring and redefining campaign goals for optimization
- Using optimal keywords and following marketing trends for website SEO and customer targeting strategy/goal conversion tracking

CAREER CENTER ADVISOR - Countryside High School, Clearwater, FL

- Interview process techniques, job placement, and contact with national colleges/universities.

ADJUNCT FACULTY - Scottsdale Community College, Mathematics Department, Scottsdale, AZ

PRODUCT ENGINEER - ON Semiconductor, Phoenix, AZ

QUALITY AND RELIABILITY ASSURANCE ENGINEER – Texas Instruments, Midland/Sherman, TX

- Certified Auditor

SKILLS/CERTIFICATIONS

- Facebook Certified Digital Marketing Certificate 100-101
- Google Analytics Individual Qualification (GAIQ)
- WordPress, Canva
- MS Office, Office 365, Google Docs, Google Trends, Python, IDLE
- Bilingual(Spanish)
- Level-2 Clearance

EDUCATION

NEW MEXICO STATE UNIVERSITY, Las Cruces, NM

Master of Business Administration

Bachelor of Science Biology

Bachelor of Science Electrical Engineering