

SYLVESTRE GUG, PhD

(917) 862 1151 • sylvestre.gug@gmail.com

KEY QUALIFICATIONS

Digital Technology Manager: 7 years' experience working in higher education and organizations managing technology for nonprofit, online communications and fundraising. Track record of problem solving through strong creative and analytical skills. Reliable team worker with excellent multitasking, listening, communication and presentation abilities.

CRM Expert: Proven ability to unleash the power of CRM technology to leverage business process effectiveness, strategic development, donation and program growth. Champion of marketing automation, data mining and smart segmentation to enhance customer experience. Dedicated to end-user engagement, training & successful CRM adoption..

Web development: Extensive experience with HTML5, CSS3, Bootstrap CSS, J-Query, Python, Web development on Django and Drupal CMS. SEO with Google Analytics and Google Webmaster tools.

Relational Database & CRM Interface: Brown Belt Administrator for MS CRM Dynamics 2013/2011, ClickDimensions (e-mail marketing) certification, Salesforce.com functional knowledge, Data Integration and Migration (Scribe). Reporting and Query tool: SQL Server Reporting Services (SSRS).

WORK EXPERIENCE

CRM Manager & Web Development (Start at \$75,000pa; currently \$ 87,000pa)

Trinity Wall Street, New York City, USA

05/2013 – Present

- Lead Digital Project to boost usage of CRM and Web App. for Grant, Event, Members and Donors management
- Develop new CRM and Web functionality, improving UX design and data integration
- Pilot change and continuous improvement across cross-functional and multidisciplinary teams
- Manage CRM upgrades and customization with internal stakeholders and external developers

Saved up to 40% on IT budget through strategic CRM & Web integration, successful use of current Web Technologies and emphasis on End User Training.

- Provide ongoing training and troubleshooting to ensure optimal CRM and Web application usage
- Develop new Web Application ensuring adherence to W3C standards, cross-browser compatibility and performance optimization

Increased Web Application usage and adoption by 50% over the first year. Significantly improved the Members' on-line interaction experience with the organization.

- Create advanced segmentation using data mining to support multi-channel marketing campaign
- Partner with Marketing Manager to manage audience development and behavioral information gathering
- Implement E-mail marketing best practice to ensure superior branding across all channels and platforms

Produced an audience growth of 15% over the first year. Maintained an opening rate average of 33% above industry standards for Email marketing campaigns. Improved the on-line presence which led to a 300% ticket sales increase for key music performances.

Project Manager (\$ 50,000pa)

Foundation Université de Strasbourg, Strasbourg, France

12/2008 – 11/2012

Fundraising and Prospect research:

- Strategic management of prospect's portfolios for a fundraising team of four
- Raised €3M with a portfolio of 15 major gifts prospects during the first campaign year
- Led the identification and qualification of 450 major gift prospects (over €50K) for a €20M campaign
- Trained and managed a team of three prospect research analysts to generate analytical reports
- Managed and assigned prospect portfolios for the fundraising team
- Recommended solicitation strategies to Major Gift Officers and Board Members

All the above led to the success of the first €20M fundraising campaign focused on Corporate and Alumni funding for a French University. This work serves today as the industry standard for Higher Education fundraising campaigns in France.

Reference available upon request

Program Manager :

- Designed new initiatives in close collaboration with pharmaceutical, financial, energy and food-processing companies (overall budget: €4M) focused on medical and scientific research and scholarships
- Managed relationships with Director Board, Scientific Committees and International Scientific Experts
- Coordinated call for proposals, managed entire grants' lifecycle and monitored program's evolution

Reduced processing request time by 50% using Web Technology. Stimulated decision making process with improved reporting capabilities. Implemented a solid post award communication process to bolster related administrative duties. Successfully engaged Nobel Prize and other senior scientists in the definition and realization of this program.

CRM Manager

- Implemented prospect research activities, managed fundraiser assignment and monitored progress in CRM
- Directed grant-making activities and monitored entire grant lifecycle in CRM
- Supported multi-channel fundraising campaign and events through data mining and list segmentation
- Coordinated relations with IT consultants to ensure technical support and CRM system enhancement
- Performed regular audit to ensure data integrity of the fast-growing database
- Administrated multiple-users group at different level, managing training and material

Major contributor in design of all the business processes for this start-up non-profit. Expanded usage of CRM and implemented a continuous improvement way of working.

VOLUNTEERING EXPERIENCES

Trustee - Marketing Manager

Union Alsacienne of New York (non-profit), New York, USA

12/2013 - Present

- Webmaster and web development (<http://www.alsace.nyc/>)
- Management of email marketing campaign (Mailchimp)

Project Manager, Volunteer

Classwish (non-profit), New York, USA

02/2013 – 12/2013

- Creation of an online platform to promote scientific careers to high school and college students

EDUCATION

Masters in Innovative Project Management

EM Strasbourg Business School, University of Strasbourg, France

09/2008 – 09/2009

Post-doctoral program to train science PhDs in business oriented project management

Doctor of Philosophy in Chemistry

International Center for Frontier Research in Chemistry, University of Strasbourg, France

09/2005 – 09/2008

OTHER

Language: French: native, English: fluent, German: basic

Hobbies: Basketball (Recreational Adult Sports League), Music (15 years playing drums), Travelling (Europe, North America and Asia)