

# Mona Marie Sutherland

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## **PERSONAL SUMMARY**

Experienced marketing professional passionate about creating sustainable and profitable business growth by building brand desire via customer-centric and digital-first mindsets. Proven ability to build and lead teams and optimize Return on Investment (ROI). Native English speaker fluent in Spanish and Portuguese. Team player that thrives working in a fast paced, international environment. Known for creativity, efficiency, and results.

Extensive experience in digital and eCommerce marketing in English, Spanish and Portuguese, including performance and brand marketing for both own eCommerce and clients' eCommerce.

## **CAREER OBJECTIVE**

Current objective is to find a challenging position that allows me to utilize my skills, experience, and education as an eCommerce media and marketing manager to improve company performance while enabling my own professional growth and advancement.

## **EMPLOYMENT HISTORY**

### ***adidas Latin America, S.A. - Panama City, Panama***

Sr. Manager, eCommerce Marketing for adidas Latin America  
January 2015 – present

Directly accountable for the planning and execution of all consumer facing activation / campaigns (content management) and ensuring a best in class consumer / user experience in LAM Markets to enhance brand desire and conversion. Currently responsible for all sites in Latin America, which include adidas.com.ar, adidas.com.br, adidas.cl, adidas.co, adidas.mx, adidas.pe and latin-america.adidas.com, as well as digital key accounts.

### ***Accomplishments:***

- Implemented measurement process for media agency to set benchmarks, establish targets and track media spend in order to continually optimize investment.
- Steadily grown consumer database, increasing approximately 20% – 30% year over year.
- Launched e-Shop-in-Shop on sites of top key accounts

### ***Duties:***

- Lead campaign planning and ensure executional excellence in terms of content briefing, content coordination, setup and publishing, and the on time launch of all planned activations

- Plan and implement the regional / market calendar by category (including Football, Running, adidas Originals, amongst others) based on overall brand and divisional priorities, key product launches and highlights, commercial opportunities and local market input.
- Coordinate with global, regional and local counterparts from Brand Marketing, Acquisition Marketing and eCommerce, as well as the regional digital agencies, to ensure brand-driven and commercial-driven KPIs are reached.
- Help drive profitable eCommerce growth by supporting the effective implementation of acquisition (paid and organic search), retention (through CRM and customer service) and data analytics.

***adidas Latin America, S.A. - Panama City, Panama***

Online SEO/SEM Marketing Manager for adidas Latin America

November 2012 – January 2015

A business critical role that significantly contributes to the company's growth in Direct-to-Consumer business, a priority for the adidas Group Route 2015 Strategy. Responsible for building, implementing, overseeing and optimizing the online marketing campaigns in each country in Spanish-speaking Latin America (SLAM) where the adidas Group (adidas and Reebok) maintain an eCommerce website, which are Argentina, Chile, Colombia, Mexico and Peru for adidas and Colombia for Reebok.

***Accomplishments:***

- Participated in the successful launch of all SLAM eCommerce sites, including merchandising, testing and marketing.
- Steadily grown Unique Visitors, which more than doubled for every site during 2013.
- Maintained a profitable Cost Per Acquisition (CPA).

***Duties:***

- Manage SLAM online marketing/advertising activities.
- Oversee regional digital agency.
- Analyze local onsite performance and results of online marketing activities.
- Coordinate with local Brand Marketing, Product Marketing, Sales, CRM and various Global eCommerce counterparts (including SEM, SEO, other Online Marketing channels, CRM, Analytics among others) to create synergy and drive revenue.
- Develop campaigns, initiate and manage projects, events, partnerships, cooperations and ensure that schedules, deliverables, budgets and timings are established, monitored and kept up-to-date.

***Zed - Panama City, Panama***

PRODUCT & MEDIA MANAGER for ZED LATIN AMERICA

May 2012 – November 2012

MEDIA MANAGER for ZED LATIN AMERICA

October 2010 – May 2012

A business critical role that significantly contributes to the company's growth and bottom line. Responsible for investigating, selecting and developing products for Latin America. Once launched, responsible for building, implementing, overseeing and optimizing the media and marketing campaigns in each country where Zed maintains a presence in Latin America, which are currently 16 countries.

***Accomplishments:***

- Since October 2010, Zed's Latin American customer base has more than quadrupled.
- Led the creation of mobile landing pages, in terms of both design and functionality, which doubled customer acquisition in Argentina, Ecuador and Mexico.
- Launched the company's first successful Cost Per Click (CPC) and Cost Per Action (CPA) mobile campaigns in the Latin American region.
- Established best practices for SIM Application Toolkit (STK), Short Message Service (SMS), mobile and web campaigns.

***Duties:***

- Investigate, select and develop products for Zed Latin America, liaising with other departments to ensure products are produced to the highest standards in a timely manner.
- Build, implement, oversee and optimize media and marketing strategies for Zed Latin America's local offices, which include SIM Application Toolkit (STK), Short Message Service (SMS), online (mobile, web and social media) and offline (print, radio and television) campaigns.
- Oversee regional creative team.
- Develop and maintain partnerships and relationships with third parties to meet strategic objectives, including mobile operators (such as Movistar, Tigo and Claro), freelance designers and producers, and media agencies.
- Carry out effective research on competitor products and overall industry trends.
- Oversee and manage media budgets, including measurement and return on investment.
- Monitor and report to senior managers on the effectiveness of strategies/campaigns.
- Continuously improve strategies and products.

***E-Magine, S.A. - Panama City, Panama***  
INTERNET MARKETING PROJECT MANAGER  
March 2009 – October 2010

Paramount role for business growth and campaign optimization. Responsible for all Search Engine Optimization (SEO), Pay Per Click (PPC) and Social Media Optimization (SMO) marketing campaigns, including goal setting, team management, implementation and optimization.

***Accomplishments:***

- First page rankings for selected keywords in search engines, including top five and first position results.
- Continuous, exponential growth of network traffic.
- Established best practices for maintaining an effective traffic network.

***Duties:***

- Create, implement and oversee all online marketing strategies for E-Magine's online properties (100+), including search engine optimization, paid search marketing campaigns and social media optimization.
- Manage teams of designers, programmers and writers located in offices in the Philippines, Panama and Austria to successfully realize these strategies.
- Establish project objectives and milestones and ensure they are successfully reached.
- Oversee and manage digital marketing budgets, including measurement and return on investment.
- Monitor and report on the effectiveness of strategies/campaigns.

***Generation Traffic Inc. - Panama City, Panama***  
WEBMASTER AND INTERNET MARKETER  
February 2008 – March 2009

Essential role for business growth and site optimization, including design, content and monetization.

***Accomplishments:***

- Improved rankings for selected keywords in search engines.
- Significant growth in site traffic.

***Duties:***

- Maintain website and online forum.
- Create, implement & oversee all online marketing strategies.

- Write articles and edit online and offline content.
- Manage online and offline advertiser accounts.

***University of Louisville - Panama City, Panama***

**INSTRUCTOR**

January 2008 – May 2008

Instructor of Operations Management college-level course, where topics included forecasting, planning, inventory, master production, material requirements and project management.

***Accomplishments:***

- All students passed the class, demonstrating an increased knowledge of Operations Management.

***Duties:***

- Prepare and lead Operations Management college-level course

***WSI Panama - Panama City, Panama***

**SEARCH MARKETING SPECIALIST**

August 2006 – July 2007

Vital role for the growth of this recently added department. Responsible for all clients' SEO and PPC campaigns in English, Spanish and Portuguese, including budget setting, management and optimization, and well as campaign implementation and optimization.

***Accomplishments:***

- Significantly improved rankings for clients' selected keywords in search engines.
- Successfully implemented PPC campaigns to increase traffic and sales for clients' websites.
- Based on analysis of websites' traffic, created cross-platform strategies to successfully reach clients' objectives.

***Duties:***

- Manage Pay-Per-Click campaigns in Google, Yahoo and MSN search engines. (English, Spanish and Portuguese)
- Manage Search Engine Optimization campaigns. (English, Spanish and Portuguese)
- Manage clients' Google Analytics accounts. (English and Spanish)

## **EDUCATION**

### **University of Louisville**

Masters of Business Administration, March 2006 - December 2007

*Valedictorian*

### **University of California, Los Angeles (UCLA)**

Bachelor of Arts in Psychology, September 2000 - June 2004

*Summa Cum Laude*

## **SEMINARS & COURSES**

SMX (Search Marketing Expo) Advanced: SMX Advanced is the only search marketing conference designed exclusively for experienced internet marketers. Sessions are fast-paced, Q&A-packed, frequently controversial, always informative...and don't stop to cover the basics.

June 11-12, 2014

June 11-12, 2013

Seattle, Washington, United States of America

Advanced AdWords Training with Brad Geddes: Session covering comprehensive keyword research, writing compelling ad copy, demystifying quality score, increasing reach through Google Display Network, controlling ad display and location targeting and increasing landing page conversions.

June 13, 2013

Seattle, Washington, United States of America

WefConfLatino: Evento de social media, tecnologías y negocios en internet. (WefConfLatino: Event on Social Media, Technology and Internet business)

March 10, 2012

Panama City, Panama

Empretec: Empretec is a United Nations programme established by UNCTAD's Division of Investment and Enterprise to promote the creation of sustainable small- and medium-sized enterprises (SMEs). Empretec works to support entrepreneurs to build innovative and internationally competitive SMEs.

March 26, 2012 – March 31, 2012

Panama City, Panama

Medios Sociales: La nueva herramienta de mercadeo (Social Media: The new marketing tool)

June 17, 2011

Panama City, Panama

## **SKILLS/INTERESTS**

Internet Marketing: Maintain personal sites and blog in order to experiment and implement cutting edge SEO strategies.

Languages: Spanish – Speak, read, and write fluently; Portuguese – Speak, read, and write fluently; French – Basic knowledge.

HTML, Adobe Photo Shop, Adobe Dream Weaver, WordPress, Joomla, phpBB, vBulletin, Microsoft Word, Excel, Power Point

## **REFERENCES**

- Available upon request.