

Eugenia Danielle Sanon

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Esteemed Project Coordinator

Diligent professional with proactive and continuous devotion to delivering strategic solutions.

— Key Qualifications —

- Creative, solid analytical problem solver consistently implementing and improving purposeful results.
 - Organized, detailed, and dependable with track record of steadfast and punctual delivery of projects.
 - Enthusiastic and personable leader in building teams and establishing working relationships. Verbal communicator, collaborator, and mediator.
 - Extremely proficient in Excel. Digital Marketing Certified, fluent in Cheetah (Email Marketing tool) Google Analytics, Jira, Trello, Planner, MS Visio, HTML5, CSS, and knowledge in JavaScript and SQL.
 - Possess aptitude to learn new technologies with strong flexibility and adaptability to the changing work environments.
 - Understanding business requirements and develop a plan to execute internal/ external projects on time and within budget constraints.
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Professional Experience

Publishers Clearing House – Jericho, New York

Project Coordinator, 5/2019 -Present

Maintain calendar and queue of all email triggers.

Coordinate and schedule asset delivery and project implementation for campaigns.

Troubleshoot with internal teams on any issues during pre-deployment, campaign setup and post-deployment.

Point person for campaign deployment, build and implementation.

- Analyzing issues, finding the root/cause, suggesting the solution and following through to the resolution of the issue in a timely manner
- Work with internal teams to ensure all tasks are completed timely.

Senior Digital Operations Coordinator, 3/2018 -5/2019

Implement and contribute to the builds of new dynamic opt-ins and trigger email campaigns monthly.

Support for the implementation of quarterly events. maintain weekly task schedule for the team.

Contribute and reinforce asset deadlines for internal and external sources.

Digital Operations Coordinator, 4/2014 - 3/2018

Assessed segmentation and developed email marketing campaigns within designated platforms. Led troubleshooting of HTML, display, and delivery issues across email clients including Gmail, Outlook, and Yahoo. Conducted marketing data gathering from websites. Analyzed market intelligence reports and evaluated methods for optimum email campaigns. As acting liaison, mediated with marketing, creative, legal, and operations departments. Trained new hires and administered ongoing cross-functional training for current employees.

Selected Contributions:

- Implementation of multiple automated triggers generated more than \$100K in revenue.
- Strategic collaboration with marketing, legal, and creative departments enabled seamless programming and deployment of email campaigns.

TD Bank Group – Bayside, New York

Teller, 04/2012 to 04/2014

Processed loan payments, exchanged foreign currencies, initiated credit care applications, and handled checks. Informed customers regarding bank services, answered or referred financial questions, and attained 100% of sales goals each quarter. Attentively listened to customers and presented ideal solutions.

Selected Contributions:

- Overachieved credit card application quota, generating more than \$60K in earnings.
- Recognized for cheerful and outgoing personality, facilitating “WOW!” service daily.

Educational Background

HBS Online | Harvard Business School

Certificate in Business Analytics

Queens College (CUNY)

Bachelor of Science, Graphic Design, Economics

Scrum.org

Professional Scrum Master certified (PSM1)

Professional Scrum Product Certified(PSPO1)