

MS. NORKHAIRANI BAHARUDDIN

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SKILL SUMMARY

Marketing professional with more than 10 years experience in database marketing (CRM), data management, project management and market research & analytics. Experience in strategic planning and execution of direct marketing campaigns for new customers / account acquisition, cross-selling and retention programs.

PROFESSIONAL EXPERIENCE

AmTrust Bank, Cleveland, OH (June 2007 – May 2008)

Database Marketing Manager (Business Intelligence / Marketing)

Managed a team of database marketing analysts in the planning, development, execution, and evaluation of all marketing programs. Coordinated multi-channels marketing programs, such as direct mail, telemarketing (in-bound & out-bound), and email initiatives to ensure integration and optimize marketing efforts. Developed business insights & analyses for business segment managers using internal and external data to guide tactical decisions and determine new opportunities to create special promotions and offers, hence improving new acquisition, customer retention and cross-channel effectiveness. Responsible for the quality and maintenance of customer data.

Major Contributions:

- Worked closely with business partners on the strategy for all marketing initiatives (consumer, B2B, new branch openings) to increase the effectiveness and efficiency of all sales and marketing efforts to achieve the optimal Return On Marketing Investment (ROMI) and ensured procedures were in place for back-end campaign tracking analysis.
- Profiled customers to enable fact-based decision making and planning for future new branch opening campaign.
- Supervised all marketing campaigns and ensured on-time delivery of data files to internal clients and vendors.
- Evaluated and tested all marketing programs' tracking results and created reports that measure the performance of each campaign and made recommendations for future marketing programs.
- Collaborated with the Modeling Manager in the development and deploying of new response models and re-calibrating other direct marketing response models.
- Oversaw the development of the Do-Not-Solicit database and worked with the legal department and other areas of the bank to ensure customer privacy was protected and customer data security policy was followed.
- Oversaw the daily operation of the database marketing processes and the continual increase in database marketing capabilities and served as key point of contact with data and CRM vendors, acquired prospect lists, and worked with vendors, as well as service bureaus, to acquire key demographic and other marketing data for enhancing customer database.

National City Bank, Cleveland, OH (August 2005 – June 2007)

Assistant VP –Senior Business Analyst Contact Analytics

Supported Consumer & Small Business (CSB) and Customer Contact Data Warehouse (CCDW) teams with their new and ongoing B2B customers and B2B prospects campaigns. Sole analyst for all B2B Deposits and Electronic Banking (on-line) campaigns. Administrator for Contact Analytics SharePoint site (site for sharing information and reports with other National City workgroups).

Major Contributions:

- Worked closely with CSB and CCDW teams on their strategic marketing plan, as well as the execution and measurement of their Small Business marketing initiatives. Encouraged CSB managers in the use of models and control groups for campaign measurements, and ensured that final tracking reports met the predetermined needs and requests.
- Provided CSB managers with customer insights and analyses that helped identified key customer opportunities.
- Performed campaigns' result tracking analyses and presented to CSB Managers and CCDW Managers the final reports with recommendations for improving future direct marketing programs.
- Managed overall administration and operations of Contact Analytics **SharePoint site**. This involved:
 - o Creating customer viewer page, new contents, updating existing contents, managing document libraries and lists, creating web/browser link for workgroups, and uploading ad-hoc, monthly and campaign tracking reports.

Charter One Bank, NA, Cleveland, OH (July 1999 – July 2005)

Database Marketing Manager

Oversaw the overall management and operation of the CRM database (Harte Hanks PCIS and Desktop Direct), which involved ensuring the accuracy, integrity, security and keeping of the CRM database up to date. Primary contact on CRM data information and worked closely supporting internal business partners and third party vendors.

Major Contributions:

- Performed data mining / extraction - Turned raw data into actionable information by doing customer profiling and segmentation based on demographics, psychographics, and geographic analysis to determine new opportunities to support marketing initiatives.
- Served as the primary business analyst on behalf of the Marketing Department regarding data warehouse development initiatives. Took the lead in utilizing, maintaining and upgrading the CRM database and infrastructure necessary to support direct mail campaigns, as well as customer and business analysis.
- Enhanced the growth of the CRM database with relevant prospect lists purchase and data acquisition, resolved data issues and changes, and ensured complete and accurate customer data integrity.
- Served as a member of the Privacy Mailing Committee. Managed and supervised the budget and the annual Privacy mailing in compliance with the GLB Act.
- Generated and distributed lead lists to support branch managers and other business units, such as Lending, Investment & Insurance with their marketing sales efforts.
- Generated monthly Cross-Sell, Householding and other ad-hoc analytics reports for senior management and the line of business managers for their strategic marketing planning.

Third Federal Savings & Loan Association, Cleveland, OH (April 1997 – March 1999)

Marketing Research Analyst

Performed data mining using the Harland Pinnacle CRM database; focused on Savings products. Conducted research & analysis, rate comparison survey, and generated daily and monthly Saving Tracking Report for the Savings Manager. Assisted in product development and was involved in designing statement stuffers and newspaper ads for Savings, Certificate of Deposits and IRA products.

Eastern Consulting Group (ECG), Malaysia (February 1993 to December 1995)

Assistant Marketing Research Manager

Promoted ECG's quantitative and qualitative research programs to multinational clients. Collaborated with clients to determine research needs, delivered research insights, and developed appropriate research solutions to fit those needs in support of the company's marketing and business segment teams. Supervised fourteen employees (full-time and part-time employees).

Major Contributions:

- Sold over \$750,000 in ECG research programs to clients. Clients consisted of Microsoft, Hoechst AG, Knorr, Hong Kong and Shanghai Bank, and Berger Paints.
- Managed Clients' accounts / projects from inception through presentation, which consisted of:
 - o Market segmentation and profiling, questionnaire construction, planning work schedules against deadlines, fieldwork recruitment and fieldwork briefing, managing quality control for data gathering / collection and data entry, managing costs and project budgets, wrote reports' findings and presented final research results to the clients.
- Moderated focus group discussions.

DA Industrial Sales, Inc., Cleveland, OH (January 1992 – December 1992)

Research Analyst

Assisted in the implementation of establishing a new store in the Cleveland area, which involved research on determination of location sites, duty rates, and import / export documents and regulations. Served as liaison between company's president and trade specialists, consultants, and other U.S. government authorities.

Academic Credentials

Master of Business Administration, emphasis on International Management & Marketing, *Baldwin-Wallace College, Berea, OH*

Bachelor of Science in Business Administration, major in Finance, *Central Michigan University, Mt. Pleasant, MI*

Technical Skills

Base SAS, Access, Excel, Microsoft SharePoint, MapPoint, Harte Hanks P/CIS & Desktop Direct, and Harland Pinnacle