

# Susan QUAKKELAAR

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## DIGITAL LEADER

### QUALIFICATIONS

- Insightful Leader ♦ drives improvement through strong partnerships
- Change Agent ♦ energized by difficult objectives
- Team Influencer ♦ motivates others to appropriate action
- Strategic Problem-Solver ♦ pursues viable and sound solutions
- Organized Achiever ♦ delivers consistent and reliable outcomes
- Experienced Manager ♦ leads growth through thoughtful modeling

### CURRENT FOCUS

Directs an integrated team of Developers (5), ScrumMasters (2) and Quality Assurance Analysts (1) and collaborates with internal product owners to create and deliver on the strategic company vision.

### ACCOMPLISHMENTS

#### Leadership Twin Cities PBS

Within a two year period, transformed a technically unskilled team with few working processes and rare project successes into a highly skilled team which uses an Agile development process and consistently meets business objectives. Introduced distinct processes, implemented critical tools, and hired and mentored staff to construct a productive and efficient team framework.

Led the team and the UX design for the TPT.org redesign, resulting in 30% increase in online donations, 20% mobile/tablet traffic increase, and video view increase of 20,000 per month.

Currently focused on strategy, execution, and outcomes to guide the organization toward a Product Management model for digital products.

#### Leadership Cambria

Built a small but highly skilled team to complete all digital work for the marketing group. Led the team to plan, design and code two full new website properties while planning the comprehensive UX for the company flagship website.

Recognized the need for participation in early social media territory, educated the marketing team and led the initiative by planning and executing the entire social media campaign. Managed the campaign daily while teaching others in the organization to participate and contribute.

#### Leadership Allen Interactions

Identified the necessity for comprehensive UX documentation to support the development of each learning course. Created the first and subsequent UX documents which improved the accuracy of scope management and course design for each ensuing course.

### Project Management Career Long Experience

- ♦ Set the strategic direction of digital products through customer analysis, competitive review, and cross-department collaboration
- ♦ Establish appropriate goals and objectives for digital initiatives in partnership with stakeholders and business managers
- ♦ Create work plans, determine timelines, milestones and measurements to produce quality products which meet established objectives
- ♦ Translate digital and technical capabilities and requirements between stakeholders, development teams, vendors and contractors
- ♦ Direct work of staff, contractors and others to ensure processes are compliant with established quality standards and project timeline
- ♦ Create contract specifications, identify potential partners and administer bidding process with contractors and vendors

### User Experience Demonstrated Experience

- ♦ Develop the recognition of and acumen for user experience processes and outcomes, influencing each organization to create products that improve the customer experience, expand loyalty and ultimately increase conversions
- ♦ Create, lead review processes, and finalize user experience documentation: workflows, personas, story mapping, wireframes and functional prototypes intended to illustrate the technical functionality of digital products
- ♦ Conduct usability testing and user acceptance testing, both formative and summative

### Professional Experience

- Twin Cities PBS** Director of Digital Engineering  
*5/2017 to Present*
- Twin Cities PBS** Digital Team Manager  
*12/2013 to 5/2017*
- Best Buy** Interactive Project Manager  
*10/2011 to 5/2012*
- Reside** Interactive Project Manager  
*3/2010 to 9/2011*
- Cambria** Interactive Marketing Manager  
*12/2008 to 3/2010*
- MCAD** Adjunct Faculty - Project Tracking  
*2007 through 2014*
- Allen Interactions** Senior Interactivity Producer  
*12/2006 to 10/2008*
- Carmichael Lynch** Interactive Project Manager  
*6/2002 to 8/2005*

### Education

- Bachelor of Science in Visualization**  
Minneapolis College of Art and Design

### Activities

- Project Management Professional PMP**
- Certified ScrumMaster CSM**
- Recipient MCAD Vanderlip Award**  
Exceptional Learning Achievement
- Crisis Connection Phone Counselor**  
From 2002 through 2009