

Mark Lawrence

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SENIOR LEVEL EXECUTIVE | EMAIL & INTERNET BASED MARKETING

PROFESSIONAL PROFILE

Ten years of progressive experience in e-commerce, with an exemplary record of 4 meritorious promotions to current position as VP Client Services.

Tech-savvy, security-focused manager with a documented record of policing a vast e-commerce network, maintaining the business' integrity and reputation.

Acknowledged for driving organizations that produce the highest quality of work while tasked with multiple high volume project workloads.

Proficient in establishing, engaging and managing multi-million dollar projects for diverse product lines to completion

Talented team leader and mentor who has maximized revenue streams by developing and maintaining strategic plans, partnerships and alliances; and by hiring & training productive team members and controlling turnover .

Trusted Advisor to C-level executives, directors, department managers, and users in Marketing, Sales, IT, Finance, and Administrative Services.

EXECUTIVE VALUE & EXPERTISE

- ◆ Account Management
- ◆ Change Management
- ◆ List Management
- ◆ Performance Management
- ◆ Process Management
- ◆ Project Management
- ◆ Operations Management
- ◆ Email Marketing
- ◆ Internet Marketing
- ◆ SOX Compliance
- ◆ Can-Spam Compliance
- ◆ Sales Technical Support
- ◆ Process Reengineering
- ◆ Identify & Develop Core Metrics
- ◆ Troubleshooting & Analysis
- ◆ Budgeting & Inventory Control
- ◆ Productivity Tracking
- ◆ Team Building & Leadership
- ◆ Presentation and Communication Skills, both in writing and verbal

BUSINESS EXPERIENCE



United Online / UAL Loyalty Services / MyPoints.com, Schaumburg, IL
November 1999 to Present

Current Position: VP, Client Services MyPoints.com 8/07 to Present

Previous Position: Director, Client Services 1/04 to 8/07

MyPoints.com is loyalty shopping subsidiary with 130 employees and annual revenue in the range of \$60-\$70 million. Direct activities of 4 direct reports, plus a production team of 28 responsible for producing all phases of email and internet-based marketing projects. Collaborate and consult with Sales, Technology and Marketing leaders in needs assessment, developing functional solutions, scheduling project timelines, and providing exemplary client/technical support to ensure all concurrently running projects surpass expectations.

Highlights

- ❖ Manage \$2 million budget, revenue projections and inventory control, reporting directly to the SVP of Operations with direct ownership and accountability for the Client Services division.
- ❖ Implemented new processes and developed new functionality to minimize exposure and improve efficiency surrounding the processing of offline transaction files totaling over 3 billion Points (\$20MM) in 2008.
- ❖ Managed creation and re-evaluation of production tools, business processes and services that were instrumental in achieving 49% productivity gains per Campaign Manager from 2007 to 2009.
- ❖ Reduced average campaign turnaround from 5 days in 2004 to 3.5 days in 2007 to 2.5 days in 2009 with 10% fewer headcount, thus allowing MyPoints to bid for millions of dollars annually in additional agency business.
- ❖ Surpassed 2008 ytd projects produced by 30% and by 59% over 2007 by initiating and designing continuous process improvements and enhancements to user tools.
- ❖ Established MyPoints as an industry leader for email inbox delivery at 97% for 2009 ytd compared to industry average of 82%.

Recent Accomplishments

Worked closely with the Engineering team to improve the enterprise platform campaign production tools and UI with numerous small and medium size projects and a handful of larger projects when resources were made available. *Recent larger projects include:*

- Campaign cloning tool
- Bulk cell and web placement creation tool
- Email inventory launch board that the business references to schedule and view upcoming client email campaigns
- Sales and campaign report interface
- Offline processing efficiencies project

Worked alongside team managers and SMEs to find efficiencies through process enhancements

- Campaign cloning tool
- Re-designed campaign workflow and standardized request templates
- Documentation and cross-training of all processes and the numerous products we support.

Implemented core metrics that provided management valuable insight into the inner-workings of the team and allowed us to measure the effectiveness of the initiatives described above.

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INDUSTRY EXPOSURE

- ♦ E-Commerce
- ♦ Banking and Financial Services

EDUCATION

MBA in Operations Management

DePaul University, May, 1998

*Delta Mu Delta National Honor Society
in Business Administration*

Bachelor of Science in Economics

University of Illinois, May 1992

PROFESSIONAL ENDORSEMENTS

Mark's reputation as a colleague and manager can be summed up with three words: *Respect, Integrity & Dedication.*

I have seen him demonstrate a commitment to impacting in a positive way, not only the bottom-line, but the people around him. Mark also has very strong technical acumen, and can assimilate very complex technical requirements and translate into efficient operational implementation. He has successfully demonstrated this year after year.

Tom Svec

Director of Operations, MyPoints.com

I've had the pleasure of knowing and working with Mark for just about four years and I've had nothing but great experiences working with him. He manages his team tremendously and is always available to help solve any problem when needed. Working in a fast-paced sales environment, it's always important that campaigns get through the production process quickly and efficiently. Despite the tremendous volume of campaigns they handle, Mark's team never disappoints. That says a lot about Mark's dedication and leadership skills.

Michael Yormark

National Sales Exec., MyPoints.com

Campaign Production Manager – UAL Loyalty Services / MyPoints.com (7/02-1/04)

Managed three teams of Campaign Producers responsible for MyPoints and United Airlines e-mail and web-based direct marketing campaigns, including My Mileage Plus and E-Fares. Trained staff, handled troubleshooting and problem resolution, and created SOP documentation for all phases of Internet campaign production.

- ❖ Led implementation of proxy server tracking technology resulting in \$1.5M average annual additional revenue.
- ❖ Developed/implemented productivity tracking system to tie merit increases to achieving operational goals.

Campaign Production Team Leader – MyPoints.com (01/01 - 7/02)

Led a team of 5 Campaign Producers responsible for producing 125-150 e-mail & web-based direct marketing campaigns per month.

- ❖ Led implementation of proxy server tracking technology resulting in \$1.5M average annual additional revenue.
- ❖ Created performance goals, recruited, motivated, and evaluated performance for team members.
- ❖ Outperformed all other production teams in quality and volume goals.

Internet Campaign Producer – MyPoints.com (11/99 - 01/01)

Managed over 500 Internet-related e-mail and web-based direct marketing projects.

- ❖ Created performance goals, recruited, motivated, and evaluated performance for team members.
- ❖ Created project specifications and developed and operated within budget constraints to meet and exceeded client expectations and deadlines; and educated clients on MyPoints technology.

Highlights

- ❖ Assigned to top 3 clients and partnered with top Account Executive; and was personally requested by Office Depot to manage their campaigns.

EARLIER WORK HISTORY



Suburban Bank and Trust Company, Wood Dale, IL
October 1997 to November 1999
Commercial Loan Officer

- ❖ Exceeded 1999 new loan business goal of \$10.0 million by September, 1999.
- ❖ Leading loan officer company-wide (8 loan officers) of new business in 1998.



AIG, American General Finance, Chicago, IL
June 1992 to October 1997
Branch Manager / Financial Representative

- ❖ Progressed rapidly from Financial Representative to Assistant Branch Manager to Branch Manager.
- ❖ Ranked in division's Top 25 Branches in growth of loan dollars outstanding for the first half of 1997.
- ❖ Increased retail dollars outstanding for five of seven months.



PRO BONO COMMUNITY SERVICE – Taproot Foundation
Project Manager September 2009 to Present

Manager a team consisting of a marketing manager, web designer, copywriter and graphic artist on website upgrade and other web based projects for Common Commons (www.chicagocommons.com)