

Savanna Mauldin

SENIOR ACCOUNT EXECUTIVE

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Summary

I'm passionate about partnering with clients to provide strategic assets to elevate their brand. I believe strong client relationships are crucial to success and enjoy creating efficient processes for my team. Crafting unique strategies that translate into organic marketing experiences is the best part of the job. Also, I love getting into the nitty-gritty.



2017
Pres.

Drumroll

Senior Account Executive

Client: Microsoft Rewards

- » Lead strategic CRM and email campaigns, keeping program goals top-of-mind
- » Partner with clients to create efficiencies and find opportunities for innovation within their programs
- » Collaborate with analytics team to draft testing strategies and review monthly program performance based on main program KPIs
- » Monitor program scope burn and draft new scope agreements

2014
2017

Account Executive

Clients: Bing, Microsoft Rewards and MSN

- » Led email and cross-platform campaigns from initial strategy to approvals
- » Day-to-day oversight for AAE
- » Collaborated with analytics analyst to provide monthly performance reports
- » Created monthly financial performance reports for clients and assisted in drafting new scopes of work



2014
2014

Catalyst

Account Manager

Client: Campus Advantage (various student housing properties)

- » Led property rebrand from naming to execution of marketing collateral and drafted Catalyst's rebranding process. **This campaign won the Best Real Estate Integrated Ad Campaign award from the WMA in the 2015 IAC and The Communicator Awards 2015 Award of Excellence.**
- » Managed day-to-day marketing needs for 14 student housing properties across the nation
- » Created appropriate marketing strategies, website redesigns, direct response marketing pieces and various print branding and promotional pieces
- » Drafted a strategic marketing plan to reach a client's 2015-2016 occupancy goal



2012
2013

T3 | The Think Tank

Account Coordinator

Client: Chase Ultimate Rewards

- » Partnered closely with clients to lead Chase Point Transfer and Ultimate Rewards Mall digital projects
- » Worked with analytics team to provide developers tagged links for email and site executions
- » Conducted QA of coded email campaigns prior to delivery and delivered all site assets to clients
- » Took on post-delivery follow ups and troubleshooting with Chase's marketing implementation team

2012
2012

Account Intern

Client: Chase Ultimate Rewards

- » Assisted on client-facing projects for both email campaigns and site experiences targeted across cardholder target audiences
- » Primary account point-of-contact for clients on smaller site projects, including point transfer partner promotions

Education

2008
2012

Texas A&M University

Bachelors of Business Administration in Marketing

- » Mays Business School Certificate in Advertising