

REBECCA MULLEN

Solutions Architect & Senior Digital Strategist

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I am an accomplished solutions architect who designs and delivers creative technical solutions that engage & inspire audiences across the globe.

My background in communications, marketing, and website development, matched with extensive experience integrating software platforms and services, equips me with the ability to design and deliver right-sized technology solutions for municipal and provincial governments, non-profits, health care programs, software developers, and digital entertainment distributors.

EXPERIENCE & ACHIEVEMENTS

SOLUTIONS ARCHITECT & MARKETING MANAGER

DIGITAL INTERVENTIONS, SUBSTANCE CESSATION PROGRAM,
BC LUNG FOUNDATION – VANCOUVER, CA

April 2020 – present

Designed and delivered external-to-internal migration of digital health program within a 6-month timeline. Delivered Drupal 9 frontend website & backend database solution featuring Twilio SMS/Text, Comm100 Live Chat, and Envoke email automation. Reduced annual digital services costs by one-third.

Migrated +50k clients. Designed and delivered FoIPPA compliant data migration and CASL compliant communications campaign to re-engage program members.

Managed \$250k annual budget, vendor relationships, contracts, and project timelines. Administrated all digital service line and marketing platforms, managed service agreements, statements of work, and project deliverables. Delivered monthly, quarterly, and annual performance reports.

Re-designed digital health care program KPIs and Client Journeys. Implemented new data acquisition webforms, reporting modules, and Google Tag tracking across all services, used insights to deliver continuous service line quality improvements and track efficacy of Digital Marketing activity.

Managed 3-person marketing team. Redesigned Digital Marketing strategy and optimized Search advertising strategy. Initiated brand awareness campaigns, supported national partnership campaigns, integrated SEO updates, and oversaw annual allocation of +\$150k, across print, social media, and Google advertising platforms.

SKILLS

MANAGEMENT & LEADERSHIP

Digital Transformation & Project Management

Website Development

Digital Marketing & Social Media

Creative Content, Campaigns & Distribution

Policy & Compliance (Open Licensing, CASL, FOIPPA)

ADMINISTRATIVE & TECHNICAL

Google Analytics, AdWords, Search Console, Tag Manager

Drupal 8 & 9, WordPress

Twilio Text/SMS

Comm100 Live Chat

Email (Envoke, Pardot, Constant Contact, MailChimp)

Salesforce Non-Profit Cloud, Pardot, Salesforce Communities

Adobe Creative Suite, Canva, Camtasia

Windows 10, Office 365 & SharePoint Administration

EXPERIENCE & ACHEIVEMENTS (cont'd.)

MANAGER OF COMMUNICATIONS, OFFICE of the PRESIDENT & CEO, VANCOUVER FOUNDATION – VANCOUVER, CA

April 2014 – July 2019

Redesigned and managed VancouverFoundation.ca website, established Salesforce Community for BC Community Foundations, administrated Salesforce & Pardot platforms, and delivered annual Donor Services and Grantee email and print media campaigns.

Developed platform updates/data integrations, delivered marketing automations and data feed quality improvements for all organizational programs, initiatives, and engagement priorities.

Updated Brand and Tag Line and drove brand awareness and engagement through the development and distribution of custom digital content and messaging across web and social media.

Managed budgets and marketing spend across all digital advertising platforms, while maintaining project timelines and content quality.

Designed, developed & implemented first community foundation Open Licensing Policy & national stakeholder campaign.

SOCIAL MEDIA MANAGER & CREATIVE CONTENT DEVELOPER, MOZILLA FOUNDATION – VANCOUVER, TORONTO, LONDON, CALIFORNIA

March 2012 – January 2014

Drove product awareness and software adoption; met aggressive earned media engagement goals, supported global public engagements, coordinated annual events, and executed global fundraising campaigns across web and social media.

Executed product & features launch campaigns across social media, created content assets to support product content libraries, and met user engagement goals and objectives.

Analyzed web traffic and metrics; audited, reported and collaborated on social intelligence and social listening data.

Developed robust editorial calendar of custom social creative, including text, image, and video content for key Mozilla communications channels.

EDUCATION

OCCUPATIONAL HEALTH & SAFETY COMMITTEE PART I, BCFED OH&S COMMITTEE EDUCATION, 2019

UBC SAUDER SCHOOL OF BUSINESS • UNDERSTANDING AND MANAGING CHANGE, 2018 | WEB ANALYTICS FOR SITE OPTIMIZATION, 2017 | MEASURING MARKETING CAMPAIGNS ONLINE, 2017

CAPILANO UNIVERSITY • GRAPHIC DESIGN & ILLUSTRATION DIPLOMA

FINE ARTS DIPLOMA PROGRAM DIPLOMA • LANGARA COLLEGE

INTERESTS & AFFINITIES

Politics • Technology • Digital Infrastructure • Policy Development • Creative Commons Open Licenses • Design, Photography & Illustration • Gaming • Comic Books • Gardening • Science Fiction

References available upon request.

*Thank you for reading!
~Rebeccah*