



CAMERON SCHNICK

GLOBAL DIGITAL MARKETING CAPABILITIES
IT MANAGER

CONTACT

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SKILLS

Digital Marketing
Digital Asset Management
Multi-Channel Engagement
Strategic Planning
Team Leadership
Systems Integration
Budgeting / Financial Management
Integrated Marketing Management
Business Analysis
Healthcare IT
Software as a Service
IT Security and Administration
Systems Validation

EDUCATION

Bachelor of Science, Informatics
(with Distinction)
Indiana University – Bloomington
- Minors: Business, Small Business Management, Entrepreneurship
- Cumulative GPA: 3.65/4.0
- Major GPA: 3.87/4.0
- 2006 – 2010

CERTIFICATIONS

Digital Marketing Certificate
- University of South Florida
Veeva Vault Certified Administrator

HONORS & AWARDS

2014 Eli Lilly & Company CIO Award
2015 Eli Lilly & Company CIO Award
2017 Eli Lilly & Company CIO Award
United Way Emerging Leader

VOLUNTEERING

STEM Scouts – Board Member / District Leadership Committee
United Way ReadUp Tutor

PROFESSIONAL PROFILE

Information technology leader successful at managing, architecting, and implementing global scale programs at the Fortune 500 level. Proven track record showing strong problem-solving ability in taking complex business needs/requirements and translating them into feasible and appropriate technical capabilities. Effective leader, skilled in enlisting the support of all team members in aligning with project and organizational goals. Proven leadership in developing people and building global organizations while keeping the business and customer experience at the heart of the team's success.

EXPERIENCE

MANAGER, IT - GLOBAL DIGITAL MARKETING CAPABILITIES

Eli Lilly and Company

Jan 2017 - Current

Manage a global team that is responsible for delivering and sustaining international sales and marketing management platforms for our Lilly marketing organization, spanning diabetes, biomedicines, and oncology. These platforms enable the strategic direction of several functions within our customer experience organization. Additionally, accountable for the planning, tracking, and management of a multi-million-dollar budget spanning several key applications across our organization's portfolio. Responsible for hiring, training, coaching, developing, and supervising a team of employees consisting of both internal and external hires, including a 24x6 global marketing management help desk.

- Grew the adoption and overall utilization of Veeva Vault PromoMats (VVPM) to maintain 200,000+ digital marketing assets, 3,800 users globally spanning 100 affiliates, 50,000 daily API calls, and 2.25 million downloads of digital content pieces – which was roughly a 400% increase in each of these key metrics.
- Drove the strategic direction of the digital marketing capabilities group to enable a 35% cut in overall review and approval time while retaining our consistent excellent overall delivery quality.
- Responsible for the implementation, growth and adoption of key marketing capability platforms including Veeva Vault PromoMats, Salesforce Marketing Cloud, bit.ly URL shortening, DemandJump, Veeva Approved Email, Veeva Closed Loop Marketing, ePermissions, Litmus, Campaign Management, Sigstr, and Zylo.

ASSOCIATE CONSULTANT, IT – GLOBAL MARKETING OPERATIONS

Eli Lilly and Company

Mar 2014 – Dec 2016

Led the creation and adoption of a new promotional material approval process while on an 8-month international assignment in the United Kingdom (London). Partnered and influenced marketing, medical, legal, and regulatory leaders on the adoption of a new marketing material management platform for all of the countries in the United Kingdom and France hubs (18 countries represented).

- Lead architect and security technologist for the implementation of Veeva Vault PromoMats in the US, China, Japan, Latin America, Central America, Brazil, Turkey, as well as our Global Brand Teams.
- Directed the strategy, development, and implementation of the global framework that standardized 85% of the promotional material approval processes across the globe, while allowing each affiliate country 15% customization for their local processes.
- Influenced chief operating officers and regional chief marketing officers on the standardization of processes across each hub.

SENIOR ANALYST, IT – GLOBAL MARKETING OPERATIONS

Eli Lilly and Company

Mar 2012 – Mar 2014

ANALYST, IT – GLOBAL SERVICES - SUPPLY CHAIN MANAGEMENT

Eli Lilly and Company

Jun 2010 – Mar 2012

INTERN, IT – GLOBAL SERVICES - SUPPLY CHAIN MANAGEMENT

Eli Lilly and Company

May 2009 – Aug 2009

INTERN, IT – MARKETING ANALYTICS

Last Piece Software

May 2008 – Sep 2008