





# Amy E. Beck

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Self-motivated and amiable, concentrates on quality control, efficiencies, and timeliness related to campaign build and execution. Approaches issues and opportunities with a high mastery, low perceived constraints perspective.

## SKILLS

- Analytical and detail oriented
- Process improvement
- Adapt to new technologies
- Translate plan requirements
- Interpersonal communication
- Project management

## EXPERIENCE

**UPMC Health Plan - Marketing & Communications Department, Pittsburgh, PA**

*Marketing Analyst - Senior*, October 2019 - Present

*Marketing Campaign Analyst*, January 2018 - September 2019

- Writes advanced SQL code to generate direct mail and email campaigns using IBM Unica
- Develops and implements new processes across interdisciplinary teams to enhance the internal data warehouse
- Maintains data quality during the plan, build, and deployment phase of campaigns
- Demonstrates effective communication through various trainings of non-technical roles
- Coordinates with internal stakeholders to determine strategic architectural solutions to automate processes
- Creates reports, presents options to client, executes campaign based on client requirements
- Mines member data variability and audits past campaigns for quality assurance
- Collaborates with teammates to develop the hypothesis for post-campaign analysis
- Confident working with organic social media, paid Instagram and Facebook ads, public sites, and homepages
- Executes the SMS, direct mail, and email journeys from acquisition to conclusion
- Improves workflow in Workfront related to the union of campaign creative and data development
- Decreases waste and time created by standard procedures in IBM Unica

*Project Analyst*, August 2016 - December 2017

- Created processes and timelines in OmniGraffle to organize department communication
- Led weekly meetings to assure project readiness to deploy campaigns across all lines of business

*References available upon request*

- Developed tactical plans to organize different campaign timelines using Excel
- Assisted in cost-effective strategies relating to vendors and cost reporting
- Produced ad hoc reports in Tableau to track company growth and gaps in employment
- Wrote requirements for Marketing and Communication group needs in Salesforce
- Communicated with vendors to ensure accountability

**University of Pittsburgh Department of Health Policy & Management, Pittsburgh, PA**  
***Research Assistant***, February 2016-July 2016

- Assisted the Moore Foundation Principal Investigator in policy decisions concerning end of life planning
- Created an informed consent process and documentation
- Controlled data collection, entry, and tracking
- Maintained study files in accordance with Health Insurance Portability and Accountability Act (HIPAA)
- Accurately completed work assigned by multiple project managers

***Fellow***, January 2015-January 2016

- Assessed the economic impact of medical-legal partnerships
- Compared assessment methods of medical-legal partnerships and relative standardization
- Identified gaps in policy using empiric evidence

**EDUCATION**

University of Pittsburgh, Department of Health Policy and Management, Pittsburgh, PA  
*Masters of Public Health*, May 2016

Kent State University, College of Public Health Pittsburgh, PA  
*Bachelor of Science, Minor in Management* May 2014  
*Honors: cum laude*