



## BIERSAY-DUNBAR

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### SUMMARY

Creative Business Marketing & Strategy Leader with 15+ years of experience developing marketing growth strategy and leading the execution of strategic initiatives. Combines deep financial services, payment and omnichannel industry knowledge with expertise in campaign development, product launches, and business strategy elevating customer behavior to revenue growth drivers. Excels at translating strategy to high-impact marketing executions across brand touch points. Experience recruiting and mentoring junior staff.

### SKILLS & EXPERTISE

Marketing Strategy • Integrated Marketing Campaigns • Go-to-Market Strategy • Growth & Performance Marketing • Direct (D2C) Marketing • Branding / Rebranding • Customer Experience (CX) • Customer Lifecycle Management (CRM) • People Management & Development • C-Suite and Board of Directors Communication • Budget Management

### EXPERIENCE

Happy Money | San Francisco – Bay Area, CA

**Vice President of Marketing, Growth & Performance Marketing**

2022 – Present

Responsible for delivering LaaS marketing growth strategy and scaling performance marketing across multi-channel ToFu (direct mail, email, affiliate, digital) initiatives in support of customer acquisition and retention aimed to help borrowers become savers using money as a tool for happiness.

GREEN DOT CORPORATION | San Francisco – Bay Area, CA

**Vice President of Marketing, Retail & Partner Networks**

2020 – 2022

Led marketing growth strategy for ~5M debit account portfolio, digitizing cash behavior for partners through marketing & branding efforts generating \$750M in revenue, growing in-store and online acquisition with digital first GTM.

VISA | San Francisco – Bay Area, CA

**Director, B2B Marketing – Acquisition, Engagement, & Retention**

2019 – 2020

Led revenue growth strategies and downstream customer experience to drive value and generate cross-sell and upsell payment pipeline sales cycle in the financial services payment merchant ecosystem for CyberSource, a Visa Solution.

WESTERN UNION HOLDINGS | Miami, FL

**Director, Customer Experience & Strategy**

2019 – 2019

Facilitated ownership of customer experience alignment to strategic customer segments' expectations and goals, for seamless, transparent and frictionless experience sustaining growth; driving maximizing customer lifetime value.

**Chief of Staff, Global Money Transfer**

2017 – 2018

Rotational 18-month assignment serving as strategic advisor and counsel to C-level executives. Assumed day-to-day responsibility for \$5.4B, 2500-person business unit. Created and maintained cross-departmental relationships to enable leadership success.

PREVIOUS EXPERIENCE: **Head of Marketing, Diasporas**

2012 – 2017

### EDUCATION

HARVARD BUSINESS SCHOOL ONLINE

**Global Business & Disruptive Strategy (Executive Education)**

NOVA SOUTHEASTERN UNIVERSITY – H. WAYNE HUIZENGA COLLEGE OF BUSINESS | Fort Lauderdale, FL

**Master of Business Administration (MBA) • Master Certificate of Specialization in Marketing**

FLORIDA INTERNATIONAL UNIVERSITY – LANDON UNDERGRADUATE SCHOOL OF BUSINESS | Miami, FL

**Bachelor of Business Administration (BBA)**