

# Stephen Dunn

CDP Implementation | Email/SMS Infrastructure | API & Webhooks | Data Architecture

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## OVERVIEW

Senior Technical Consultant with 6+ years of SaaS implementation experience specializing in enterprise CDP implementations, martech integrations, and multi-stakeholder project management. Proven expertise leading \$8.2M+ ARR enterprise accounts through complex implementation lifecycles, with deep knowledge of email/SMS infrastructure, API integrations, and enterprise tech stack optimization. Strong track record of building trusted customer relationships across global teams while delivering on-time implementations that fast-track value realization.

## EXPERIENCE

### Blueshift - *Senior Product Consultant*

Nov 2020 - PRESENT

#### Enterprise Implementation Leadership

- Managed \$8.2M+ ARR portfolio as first technical point of contact, with \$3M+ ARR successfully onboarded to date
- Lead end-to-end implementation lifecycle including project planning, stakeholder coordination, timeline management, and value realization milestones
- Drive complex enterprise implementations across diverse tech stacks including Databricks, Snowflake, Shopify, and custom enterprise systems
- Coordinate cross-functional teams including Solutions Architecture, Customer Success, Deliverability, and Engineering to ensure seamless project delivery

#### Technical Implementation Expertise

- Design comprehensive data architecture for complex enterprise use cases spanning web/app/offline interactions, CRM integration, and catalog management
- Execute multi-source data integration from websites, APIs, EDWs, Shopify, Magento, webhooks, S3, Azure, BigQuery, and more
- Implement email infrastructure with advanced ESP integration (Mailgun, SendGrid, SparkPost), DNS configuration (DKIM/SPF/DMARC), and deliverability optimization
- Configure SMS compliance systems including TCPA regulations, 10DLC setup, brand registration, and carrier coordination
- Develop custom API solutions including building Blueshift's customer-facing Postman Collection (published in help documentation)

#### Process Innovation & Risk Management

- Built Account Termination SOP from ground up, establishing comprehensive process for customer data cleanup and compliance
- Identify and mitigate implementation risks proactively through advanced monitoring and stakeholder communication
- Customize implementation strategies for enterprise environments, adapting standard processes to meet complex customer requirements
- Maintain 100+ production automation scripts using Ruby on Rails and AI-assisted development for operational efficiency

#### Key Achievements

- Promoted to Senior role in recognition of exceptional enterprise account management and technical leadership
- Created organization-wide technical resources adopted by entire implementation team (Blueshift MC P Server and Ruby on Rails scripts)

## Lister Digital - *Project Manager*

Sep 2019 - Nov 2020

- Led multi-platform implementations across Oracle, Salesforce, Google, Iterable, and Braze Marketing Platforms for enterprise clients
- Managed international project teams across multiple time zones, coordinating technical and creative resources
- Maintained 100% on-time delivery rate across diverse enterprise and mid-market client portfolio
- Coordinated complex integrations between marketing platforms, CRM systems, and e-commerce infrastructure

## Arevea - *Project Manager*

Mar 2018- Sep 2019

- Generated 40+ product requirements currently implemented and actively used in production
- Secured competitive accelerator acceptance to Plug & Play Travel Batch Accelerator Program
- Built industry networking programs creating strategic partnerships and business development opportunities

## New York Life Insurance Company - *Admin Assistant*

May 2015 - Mar 2018

## Alliance Residential Company - *Leasing Associate*

May 2017 - Aug 2017

## Chick-fil-A - *Manager*

Oct 2012 - Aug 2014

## EDUCATION

B.S. Business | Notre Dame de Namur | 2014-2018

Concentration: Management | Leadership: Resident Assistant, Student Government Senator, Chess Club Treasurer

## Skills

**Enterprise Implementation:** Complex Project Management • Multi-Stakeholder Coordination • Risk Management & Mitigation • Enterprise Process Customization

**Marketing Technology:** CDP Implementation • Email/SMS Infrastructure • API & Webhook Development • Martech Stack Integration • Data Architecture Design

**Technical Proficiency:** AWS (S3/Athena/CLI) • Ruby on Rails • REST APIs • Python • JavaScript • DNS/SSL Configuration • ESP Integration (Mailgun/SendGrid/SparkPost) • TCPA/10DLC Compliance • Enterprise Systems (Salesforce, , Databricks, Snowflake)