

# DREAMBOX LEARNING

Susan Bucci

EDTECH GROWTH MARKETING  
STRATEGIST



## PROJECT ENGAGEMENT

Susan Bucci partnered with DreamBox on the strategic direction and leadership for the Dreambox Learning events program. She collaborated with Dreambox Learning stakeholders and the marketing events team to make recommendations that included program framework and building blocks, end-to-end campaign planning, communication plans, process improvement and resource planning and templates to help grow and scale the program.

Susan served as the point person for the events team during a period of transition, leading several initiatives and meetings to continue progress on key milestones and priorities. Additionally, she served as a key member of the onboarding team for new marketing events leadership once hired.

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Susan plugged into the DreamBox Learning business very quickly building relationships with key stakeholders in marketing and sales leadership. She helped define goals for the marketing events program and then audited our current program and made recommendations for future program direction based on her understanding of our business needs. With industry experience and proven success, we trusted her recommendations for event attendance and presence as well as end-to-end campaign planning to maximize our investment. If you are looking for a strategic program leader to help transform or improve your EdTech marketing program, I would recommend Susan without hesitation.

**JENNIFER  
MULLIN**

Chief Marketing Officer  
DreamBox Learning

## RESULTS

- Conducted conversations with nearly 20 professional national associations/events and prepared event briefs with recommendations for 2024 presence based on DreamBox Learning's goals.
- Create best practices tools including project plans, budget tracking spreadsheets, and event promotion plan for different industry event types.
- In partnership with the sales leadership and marketing operations team, audited and created a recommendation to ensure streamlined communication, efficient execution, and collect the information needed to monitor ROI for regional events.
- Conducted kickoff meetings and presented recommended strategic plans for several high-priority industry events for early 2024 to ensure planning continued during a period of transition.
- Onboarded new marketing events senior leader, providing industry knowledge transfer, to ensure a smooth transition and to limit any program inefficiencies during 30-day period.