

Kimberly McErlean

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EDUCATION

Cornell University, College of Agriculture and Life Sciences, Ithaca, NY

- Bachelor of Science in Communication, minor in Business; May 2012
- 3.96 / 4.00 cumulative GPA; magna cum laude; Dean's List
- Graduated with a distinction in research: "Examining Conceptions of Singledom among Older Ever-Singles"
- Relevant courses: Comparison of Cultures, Statistics, Research Methods in Comm. Studies, Intercultural Communication, Issues in Teaching Communication, Psychology of Entertainment Media, Renaissance Theory of Love

Lorenzo de' Medici Institute, Florence, Italy

- Study Abroad Program, September - December 2010

ACADEMIC EXPERIENCE

Cornell University Department of Communication

Research Assistant for Prof. Sahara Byrne and Prof. Lee Humphreys May 2009 - June 2011

- Interviewed participants for a study regarding Twitter use and privacy.
- Aided in data collection for a survey about the effects of advertisement sponsorship and willingness to buy.
- Collected data for a study regarding iPhone applications and eating behaviors in young children.
- Conducted extensive literature reviews and ran statistical tests and data analysis using SPSS statistical software.

Cornell University

Teaching Assistant for Oral Communication (Prof. Kathy Berggren) August 2011 - December 2011

- Rehearsed and provided feedback on informative and persuasive speeches with class of 28 students.
- Graded student assignments, outlines, and tutorials.
- Attended weekly TA meetings, took daily attendance, and assisted with other administrative duties.

Cornell University

Teaching Assistant for Persuasion and Social Influence (Prof. Poppy McLeod) Jan 2011 - May 2011; Jan 2012 - May 2012

- Facilitated semester-long team field research projects.
- Provided feedback on team written progress reports and individual student case preparation notes.
- Led in-class activities and provided general administrative assistance such as keeping attendance records.

PROFESSIONAL EXPERIENCE

PepsiCo, New York, NY

eCommerce Sales Strategy Manager May 2018 - present

- Developed a weekly innovation scorecard and performance review process to ensure all key stakeholders have visibility into the business, performance drivers, upcoming innovation, and any potential hot / bright spots.
- Drove ad hoc category and business analyses and insights across various PepsiCo business units and customers.

eCommerce Innovation Manager Aug 2017- May 2018

- Completed deep dive analysis on approximately 20 PepsiCo / competitor categories to identify innovation opportunities and assortment gaps.
- Used data driven approach to develop and execute IZZE innovation pipeline, working with multiple stakeholders.

Associate eCommerce Marketing Analytics Manager Aug 2016 - Aug 2017

- Helped drive new Amazon marketing strategy focused on "always on" media, and led weekly campaign optimizations and monthly performance reviews, helping us double our return YoY.
- Developed marketing measurement framework for multiple eCommerce customers to quantify impact of promotions.
- Led customer relationship and promotional calendar on Instacart account, delivering RSV well above targets.

Essence, New York, NY

Associate Analytics Director April 2016 - Aug 2016

- Led key analytics deliverables across 7-8 different products, as well as 4-5 non product-specific projects.
- Managed a senior and junior level analyst across multiple streams of work.

Analytics Supervisor April 2015 - March 2016

- Managed multiple centralized work streams around testing and analysis, which involves weekly client statuses, vendor communication and management, and overseeing internal team members on deliverables.
- Conducted and presented advanced analytics work to global central client showcasing analytics spotlights.

Data Analyst March 2014 - April 2015

- Utilized HiveQL for bespoke analytics – from assessing cross product frequencies to landing page conversion path analysis to finding correlations among different KPIs.

- Tested a solution to identify “causal brand indicators” – metrics we can optimize towards in-flight that will lead to better brand results at the end of a campaign; helped lead rollout of optimization tactics.

Senior Insight & Analytics Executive

Oct 2013 – March 2014

- Rolled out digital banner creative testing, which involved vetting multiple research vendors, developing a survey, choosing testing candidates, conducting a control/exposed analysis post-survey, & presenting results to clients.
- Provided support to internal account teams in developing KPIs and measurement plans.

Digital Media Coordinator

July 2012 - Oct 2013

- Conducted control and exposed statistical analyses using SQL for multiple Google B2C and B2B products to measure the incremental value of digital campaigns for both direct conversions and attitudinal metrics.
- Provided insights to internal and external teams based on quarterly performance to guide future campaigns.

EXTRACURRICULAR EXPERIENCE

Cornell Alumni Admission Ambassador Network

Volunteer

November 2013 - present

- Meet with prospective Cornell students to provide input to the admissions committee on their fit with Cornell, and answer questions on the Cornell experience

Pirandello Middle School, Florence, Italy

English Language Volunteer

October - December 2010

- Assisted a teacher in an Italian middle school with her English class of thirty 13 and 14 year old students.
- Taught students about various aspects of the American culture and English language, such as verb tenses and parts of speech.
- Learned to work through language barriers and embrace and respect cultural differences, while gaining educational skills.

Cornell University

Varsity Rower

September 2008 - May 2012

- Row 20+ hours a week with races once a week during fall and spring seasons.
- Participate in service activities, like Adopt a Family, the annual Phonathon, and cleaning up Cayuga Inlet.

SKILLS

SQL, HiveQL, Tableau, SPSS, experience with R, DoubleClick Campaign Manager, Google AdWords, high proficiency in Excel