

SUMMARY

Experienced marketing consultant with a passion for creating the connection between people and a brand/product, understanding human behavior and how companies can improve lives through innovation. 10+ years' combined experience in marketing strategy, execution, and consulting. Key skills: marketing strategy and planning, content marketing, voice of the customer research, lead generation, marketing automation, video, and social media. MBA from Kellogg School of Management.

EXPERIENCE

ELEVATE K-12 CHICAGO, IL 2018-2019
Marketing Director

- Created marketing collateral and messaging to enable each inside sales rep (SDR) to schedule 10 meetings per week (\$4.5MM monthly lead gen pipeline)
- Developed targeted emails to help schedule incremental two meetings per week (+\$320K monthly lead gen pipeline)
- Managed consistent brand voice and visuals across all prospective client touch points (Hubspot marketing emails, website, social, sales folders, flyers, case studies, videos, product demo, conferences/events, sales presentation decks)
- Oversaw nimble team of three (writer, designer, and marketing ops)

GROUPON CHICAGO, IL 2017-2018
Consumer Growth Marketing Manager

- Planned, designed, executed and analyzed consumer acquisition and retention campaigns and programs, delivering +25% increase in revenue from target audience
- Developed marketing creative collaboratively with internal and external design resources, shortening time to in-market test by 50%

FOODA CHICAGO, IL 2014-2016
Senior Marketing Manager, 2016

- Created online marketing plan, managed marketing budget and oversaw two writers, designer and digital marketing agency for Fooda's core products (Popup and Catering)
- Shortened sales cycle from 7 to 3 months through educational marketing collateral, SEO, new website pages and blog, and marketing automation (Hubspot)
- Defined and executed Voice of Customer research with current clients (Fortune 500 companies); presented brand guidelines to digital agency and entire company

Product Marketing Manager, 2014-2015

- Doubled food sales year over year by increasing new users and user retention; improved entire food delivery product experience including website and app branding, menu assortment, restaurant partner mix, and back of house logistics
- Doubled new user acquisition in unprofitable buildings through online advertising, corporate partnerships and onsite offers

BLISTEX OAK BROOK, IL 2011-2014
Brand Development Project Manager (Associate Brand Manager)

- Managed lip care new product development from concept to commercialization, resulting in new item ranking in company's top five most profitable items that year
- Created Facebook strategic launch plan and ongoing digital campaigns including posts and promotions, and cross-functional integration plan following FDA guidance for OTC products; grew fan base of 36K in less than two weeks

DEL MONTE FOODS SAN FRANCISCO, CA SUMMER 2010
Customer and Consumer Strategy and Insights Intern, Consumer Innovation

- Led first of its kind opportunity assessment for product innovation intended for baby boomers. Evaluated market size, competition, and consumer insights; presented recommendations to senior management on optimal innovation and communications strategy
- Analyzed three vendor RFPs, commissioned one vendor and managed all aspects of qualitative research for new kids' concepts, leading to +\$2M of untapped business potential

ACCENTURE NEW YORK, NY 2006-2009
CRM Consultant, 2008-2009

- Managed 5 team members at eBay on Loyalty project, coordinated on-time targets of statistical analyses around segmentation and prospect potential
- Supported and validated client decisions for targeting customers effectively and increased coupon redemption rate to 5% and ROI to over 800% by reformatting online/offline coupons and catalogue mailings

CRM Business Analyst, 2006-2008

- Implemented requirements and design of customer data management system with cross functional team of 30; resulted in 3 global releases and \$4.7M in cost savings
- Ranked in top 10% of analysts in division

EDUCATION

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

EVANSTON, IL

Master of Business Administration, June 2011

- Majors: Marketing Management and Management & Organizations
- Selected, Public Relations Leader for Global Initiatives in Management trip to Japan
- Selected, Pro-bono Marketing Consultant for Element Bars, custom energy website
- Participated in internet marketing project for IHG Hotel Group
- Independent study: “Media: Why Collaboration Matters,” published in *Journal of Integrated Marketing Communications*

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

CHAMPAIGN, IL

Bachelor of Science in Business Administration – Marketing, May 2006

- Member, National Society of Collegiate Scholars, Academic Honorary
- College of Art and Design Scholarship recipient

ADDITIONAL

- Fluent in Russian
- Interests: oil painting, piano, skiing