

PROFESSIONAL SUMMARY

Experienced Senior Consultant with 9+ years of experience in marketing technology, consumer insights & strategic management consulting with specialization in business intelligence, consumer research & data-oriented strategy. Proven leader with a track record of success in Fortune 500 retail. Strong problem-solving, communication & analytical skills. Graduate from a top business school with a Master of Business Administration. Executive-level presentation & communication with experience reporting to senior leadership. Currently pursuing Korean language proficiency. Continually evolving asset on any team and a results-driver on even the loftiest initiatives.

EMPLOYMENT HISTORY

JUL, 2022 - AUG, 2023

SENIOR CONSUMER INTELLIGENCE CONSULTANT, Dunnhumby

Generated millions in incremental revenue each period for a national U.S. retailer's loyalty program by leveraging consumer intelligence, competitive research & analyses. Responsibilities included:

- Execution & development of marketing strategies based on consumer insights for program growth & engagement
- Support clients by identifying innovative solutions to complex business challenges, presenting actionable recommendations, communicating project milestones & synthesizing performance results
- Conducting quantitative analyses of retailer data & qualitative analyses of the market to identify patterns & emerging trends
- Utilization of data visualizations, consumer intelligence research & analysis to improve client competitiveness in the market
- Development & management of key stakeholder relationships to ensure partnership longevity & maximize client satisfaction
- Develop & deliver strategic workshops & presentations to clients to effectively communicate complex concepts & findings
- Collaborate with internal data science teams, client directors & global network to create opportunities for client growth

SEP, 2021 - JUL, 2022

CUSTOMER INTELLIGENCE & LOYALTY MANAGER, Dollar Tree, Inc.

Managed & optimized a Fortune 500 loyalty program with millions of subscribers to drive in-store sales, basket size & program growth via data-driven customer segmentation & personalized communications. Responsibilities included:

- Design & execution of loyalty programs to increase customer retention, customer lifetime value & drive repeat purchases
- Development of data-driven customer segments & personas for targeted communications & promotions
- Analysis of customer data & market trends to identify opportunities & test hypothesis (A/B testing) for program optimization
- Track & analyze performance metrics & provide regular reports to senior management to inform strategic decision-making
- Management of analyst team, Customer Relationship Management (CRM platform) & vendor relationships
- Enforcement of the California Consumer Privacy Act (CCPA) to mitigate the risk of privacy infringement or data loss
- Management of the annual budget & effective allocation of funds to achieve maximum ROI

NOV, 2018 - SEP, 2021

DIGITAL MARKETING SPECIALIST, Dollar Tree, Inc.

Launched an e-commerce website & managed digital content for Fortune 150 retailer with over \$25B in annual sales.

Responsibilities included:

- Development & execution of data-driven digital marketing strategies to increase the brand's visibility online & drive sales
- Collaboration with merchant teams to develop & execute campaigns aligning with product strategy & promotional calendar
- Application of competitive research & consumer intelligence analyses to drive innovative & effective marketing campaigns
- Analysis of key performance indicators (KPIs) to make data-driven recommendations based on campaign effectiveness
- Identification & implementation of optimization strategies to increase conversion rates for the e-commerce website
- Keeping current on the latest trends & developments in digital marketing, including new technologies & best practices

EMPLOYMENT HISTORY

AUG, 2016 – NOV, 2018

MARKETING MANAGER, Berkshire Hathaway Towne Realty

Successfully managed a marketing agency with over 400 clients & planned Luxury Collection events for high-net-worth (HNWI) clientele. Responsibilities included:

- Development & implementation of lead-generating business strategies to promote the brand services
- Analysis of market trends & competitor activities to identify opportunities for growth & market penetration
- Development of personalized marketing strategies for 400+ agents to identify target audiences & drive customer acquisition
- Evaluation of marketing campaign effectiveness & making actionable recommendations based on performance
- Creation of strategic partnerships with complementary businesses to expand market reach & drive customer acquisition
- Management of the graphic design team, art direction & content development as well as agency partnerships & events
- Development & implementation of communication strategies & public relations liaison for local media

NOV, 2014 – AUG, 2016

BUSINESS DEVELOPMENT STRATEGIST, Ultimate Escape Game

Successfully launched entertainment start-up & franchise to two locations in two years through strategic business planning, online marketing & earned media communication strategies. Responsibilities included:

- Development & implementation of strategic plans to drive business growth & achieve organizational objectives
- Regular reporting & communication with senior leaders to share business performance & forecasting
- Research & analysis of industry data to provide actionable recommendations & identify competitive threats
- Identification & creation of partnerships with local businesses to increase brand awareness & foster community relationships
- Art direction, creative development & brand management on website, media communications & social media
- Development & implementation of communication strategies & public relations liaison for local media
- Recruitment, management of staff & agency partnerships as well as game development, room design, staging & procurement

MAY, 2014 – NOV, 2014

PROMOTIONS LEAD, PBS Classical Ensemble

Successful promotion of a fifty-two-city classical ensemble tour including a philanthropic concert at the historic Grand Ole Opry music venue in Nashville, Tennessee. Responsibilities included:

- Development & execution of strategic promotional campaigns to increase ticket sales & audience engagement
- Collaboration with local radio stations & blogs to secure interviews, reviews & other media coverage
- Management of social media platforms including content creation, idea generation, graphic design & copywriting
- Coordination with the production team to ensure smooth operations, schedule management & tour logistics
- Management of the creation & distribution of promotional materials, including flyers, posters & digital content

EDUCATION

AUG, 2020 – MAY, 2023

Master of Business Administration, Raymond A. Mason School of Business, College of William & Mary

AUG, 2010 – MAY, 2014

B.A. in Public Relations & Music Business, Belmont University

AUG, 2023 – NOV, 2023

Elementary Korean Language Training, Daejeon Support Center for Foreign Residents

Completion of the beginner Korean language courses 1-3. Skills include reading, writing & basic conversational Korean.

SKILLS

Strategic Management Consulting • Accessibility Compliance & User Experience (UX) Design • Customer Engagement & Loyalty • Web Development, HTML & CSS Literacy • Data Analysis & Visualization • Adobe Creative Suite (Photoshop, InDesign) • Consumer Intelligence & Competitive Market Research • Microsoft Office Suite (Excel, Word, PowerPoint) • Marketing Segmentation & Persona Development • Idea Generation, Content Creation & Copywriting • Executive-Level Presentation & Communication • Korean Language (Basic Conversation, Reading & Writing) • Project Management & Strategic Planning • Leadership & People Management • Website Analytics & Search Engine Optimization (SEO) • Adaptable, Curious & Resourceful

LINKS

[Personal Website](#)

[LinkedIn](#)