

KIMBERLY POLLOCK

Digital Marketing & Analytics Professional



VISIONARY INSIGHTS

I employ an unconventional approach to digital operations and digital experiences: **leverage data, analytics and empathy to craft behavioral design strategies**. I am driven by bold ideas that stretch beyond the status quo and seek out creative visions for projects, people and teams. In any size organization, I carry an entrepreneurial mindset and look for opportunities to drive actionable results.

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🌐 kimberlypollock.com

in kimpollock

⚙️ AREAS OF EXPERTISE

- » Digital Analytics
- » Digital Marketing
- » Marketing Analytics
- » Tag Management Systems
- » Campaign Optimization
- » Audience Segmentation
- » Retargeting
- » Content Optimization
- » E-commerce
- » Search Engine Optimization (SEO)
- » Dashboard Reporting Design
- » Public Speaking and Coaching
- » Web Design and Development

</> TECHNICAL SKILLS

- » Google Tag Manager
- » Google Analytics
- » Tableau
- » R Studio
- » Google AdWords
- » Marin Software / Perfect Audience
- » Javascript, Node.js, Angular
- » Bootstrap 4
- » SASS
- » Adobe Creative Cloud: Photoshop, Illustrator, InDesign
- » HTML Email
- » Wordpress, Drupal

🎓 EDUCATION

- » **University of Washington**
Seattle, WA
Bachelor of Arts in Communications

📁 PROFESSIONAL EXPERIENCE

● AMERICAN HOSPITAL ASSOCIATION | *Senior Digital Analytics and Optimization Analyst, 2014-Present*

Manage enterprise digital analytics strategy, services, and tools for the AHA and its subsidiaries (60+ digital properties). Create measurement plans that align digital strategy with organizational objectives and key performance indicators (KPIs). Identify optimization opportunities for websites, inbound marketing campaigns, content strategies, audience development, and application development.

★ Highlights

- » **Enterprise audit** of analytics tools, SEO, and digital marketing practices.
- » **Rollout of digital analytics infrastructure**, SEO upgrades, SOPs, and training.
- » **Enterprise-wide Tag Management System installation** on 40 web properties and 2 Angular applications.
- » **Enterprise-wide enhanced e-commerce installation**; tracking over \$8 million in annual transaction revenue.
- » **10 website redesigns**, including flagship brand aha.org:
 - **AONE.org**: 2016 year-over-year (YoY) web sessions +80%
 - **H&HN Magazine**: 2017 YoY web sessions +50%, social referral channel +110%
 - **AHA.org**: 2018 YoY web sessions +30%, organic search referral channel +20%, social referral channel +200%, member logins +3%
- » Instructor and speaker at **60+ training and presentation sessions**, mentor to 3 junior colleagues.

● KIMBERLYPOLLOCK.COM (FREELANCE) | *Digital Marketing, Web Design & Web Development, Graphic Design Services, 2011-Present*

Consultant to a range of clients in finance, real estate, healthcare, consumer packaged goods (CPG) and other professional services.

★ Highlights

- » **Vitality Functional Foods** — Built a line of organic raw honey from concept to launch. Created brand strategy, product packaging, print collateral, digital marketing materials, e-commerce website, social media properties, and content marketing strategy. Product line accepted into Midwest specialty grocery chain in 2015 and also sold online.
- » **Red Granite LLC** — Developed digital strategy, digital marketing tools, and print collateral. Designed and coded HTML email templates. Created InDesign template for whitepapers. Executed website redesign on Wordpress CMS. Ghostwriter for select blog content.
- » **Hobson Advisors LLC / Hobson Travel** — Designed and developed Wordpress website. Created digital marketing strategy for email and social media. Designed and coded HTML email templates. Coordinated audience segmentation and targeting. Created print collateral pieces for Hobson Travel.

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CERTIFICATIONS

- » **Advanced Google Tag Manager,**
Conversion XL Institute
- » **Data Science Specialization,**
John Hopkins University
- » **Digital Marketing Specialization,**
University of Illinois
- » **Interaction Design Specialization,**
University of California San Diego
- » **Web Design and Development,**
Truman College
- » **Certified Scrum Master (CSM),**
Scrum Alliance
- » **Google Analytics Individual Qualification (GAIQ),**
Google Academy for Ads

ORGANIZATIONS

- » **Digital Analytics Association,**
Professional Member,
Women in Analytics Committee
- » **Digital Center of Excellence (CoE) - AHA**
Strategic Lead, Subject Matter Expert
(Digital Analytics & Optimization)
- » **Epilepsy Foundation of Greater Chicago**
Volunteer marketing consultant

PUBLIC SPEAKING

- » **Association Forum Digital Marketing Quarterly,** Chicago, May 2018
Designing a Digital Analytics Measurement Plan
- » **AHA Digital Content Summit,**
Washington DC, June 2017
Content Writing + On-Page Optimization for Web / Mobile
- » **Health Forum Editorial Retreat,**
Chicago, January 2017
SEO Essentials for Publishers in 2017

PROFESSIONAL EXPERIENCE (CONTINUED)

- **DCOY VOLLEYBALL NETWORK** | *Digital Marketing Manager, 2010-2014*
Transformed informal meetup group into vendor sponsored, paid membership network for advanced volleyball players.
 - » Worked with owner to establish company vision, engagement strategy, business operations, and sponsor financing.
 - » Designed proposals, marketing collateral, website information architecture (IA), ad-hoc graphic design projects, and digital marketing communications.
 - » Managed activation and workflow plans for live network events.
- **SHOPON.COM** | *Marketing Manager, April-July 2011*
Served as contract marketing manager and collateral designer for e-commerce social referral integration platform.
 - » Designed marketing collateral for new business, served as copywriter for new website and print content.
 - » Coordinated interactive execution strategy and materials for a national e-commerce tradeshow.
- **ENJOY LIGHTING** | *Category Marketing Manager, April-July 2010*
Led strategic category and market research projects. Exchanged insights with engineers and executive team to refine product design and guide category planning.
 - » Developed a line of rechargeable flameless candles, specially designed for use in the hospitality industry, and created a strategic plan for implementation into U.S. markets.
 - » Led category research and development project for flameless jar candles, geared toward activation in national retail chains (e.g. Target).
- **DIAGEO - GUINNESS USA** | *Account Manager, 2007-2009*
Managed distribution, pricing, brand visibility, and promotional activity for Diageo-Guinness USA brands in top 200 accounts. Led event representation and managed agency partnerships.
 - » Acquired 40+ new points of distribution.
 - » Led brand representation in key special events, including the Chicago St. Patrick's Day Parade, Lollapalooza, Guinness Oysterfest, Reggaeifest, "Best Pint in America" Tour, and Red Stripe National Steel Drum Tour.