

KERRIE A. McCARTHY

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EXPERIENCE

Beth Israel Deaconess Medical Center

Boston, Massachusetts

March 2012 – June 2012

Neurology Clinical Research Assistant

- Developed a unique assesment tool for Caregiver Burden Study
- Increased study participant pool by 80% via new recruitment methods
- Collected, recorded and analyzed study data, performed data quality assurance, and improved research study database

Massachusetts General Hospital

Boston, Massachusetts

September – December 2011

Pediatric Neuroendocrinology Research Internship

- Created and optimized social media recruitment tools that cut screening time down by 50%
- Updated and improved research study website in addition to database management and quality assurance

Yahoo! Inc.

San Francisco, California

August 2008 – December 2010

Senior Manager, Audience Match Operations; Senior Analyst, Optimization Solutions; Optimization Analyst, Account Manager

- Managed a team that conducted operations for the Audience Match product that grossed \$23.7 million in 2010
- Trained over 50 coworkers on the Yahoo! Advertising system and optimization techniques for display advertising
- Led Audience Match product implementation and management for the Optimization Solutions team
- Managed, and grew through optimization, over \$10 million in online advertising revenue across over 20 clients
- Yahoo! Bravo for leadership in coworker training

WestEd

San Francisco, California

November 2007– August 2008

Business Development Program Assistant

- Drove 10+ proposal development efforts from planning to submission
- Developed evaluative measures for professional development sessions created by Business Development
- Drafted and refined reporting for tracking proposals; facilitated best practices documentation
- Analyzed the success of fundamental business growth strategies according to predetermined outcome measures

EDUCATION

Boston Startup School

Cambridge, Massachusetts

June 2012 – Present

Marketing Track

Intensive professional accelerator for people to developing the skills needed to work effectively at a startup

Harvard Extension School

Cambridge, Massachusetts

August 2011 – May 2012

Health Careers Program

GPA: 4.0

Harvard Extension Pre-Health Society (HEPS) Medical School Outreach Coordinator; Storytelling Guild

- Expanded the Medical School Visit program to 8 schools and worked to increase the club's visibility via flyer QR codes and Youtube videos

Stanford University

Stanford, California

September 2003 – June 2007

Bachelor of Arts, Human Biology, Child and Adolescent Development Concentration

GPA: 3.45

Black Student Union: Scholar Recognition, Bank Manager at Capital Group of Stanford Student Enterprises (SSE)

- Redesigned Capital Group banking associate training program and instituted new financial compliance procedures for SSE