

Elizabeth McCracken

Profile

After two years of working for Consumer Packaged Goods companies, I found that I was not happy with the career I had. I have a desire to learn and build and I've been drawn to web development since my first computer science class in college. I love building things and learning new ways to do just that.

Information



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Education

DePauw University -
Greencastle, IN
Bachelors Degree - May 2016
Communications Major, Art
History Minor

CareerFoundry -
Web Development Course-
Online
May 2018-September 2018

Skills

HTML
CSS
jQuery
JavaScript
Ruby on Rails

Leadership

DePauw University
Circle K Club
President (2015), Vice-
President (2014)

DePauw University
Women's Lacrosse Team
3 Yr. Captain - 2014, 2015 &
2016

Experience

Category Data Analyst, Acosta Sales and Marketing Group - Cincinnati, OH **May 2017 to May 2018**

A full-service agency for outsourcing headquarter sales, retail services, marketing services, strategic insights and business process solutions that assists CPG companies. My job was to support the Kroger seasonal candy team.

- Created a more efficient, accurate and cost saving way to build seasonal catalogs for candy events. This saved the company \$100k a year in outsourcing the project.
- Analyzed and assembled data on the candy commodity using Kroger and 84.51 programs. Efficient in Shop and Shelf Review, which further advanced analysis.

Marketing Intern, Teton Waters Ranch - Denver, CO **September 2016 to March 2017**

A company that produces, markets and distributes branded, 100% grass-fed beef to major retail chains and stores throughout the U.S.

- Developed a new, company-wide approval system for submitting product labeling to the USDA. The new process was needed due to TWR's new branding initiative, and required the creation of new protocols, detailed instruction and management alignment. Since start-up in early December, internal approval and submission has been error-free and faster than the former process.
- Responsible for planning, producing and monitoring content for all TWR social media platforms. My target market research and content changes led to a 10% increase in followers on Facebook, Twitter and Instagram. In addition, I set-up a system for combining social media comments with industry "Trend Reports" I created to broaden product usage and expand retail outlet distribution.