

PAULINE BONNER

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INNOVATIVE DATA-CENTRIC MARKETER

Creative marketer that leverages 7+ years of analytical skills to drive growth and engagement by focusing on the metrics that matter. Adept at designing workflows that drive efficiencies. A wiz at making complicated ideas easy to understand and therefore actionable. And last but certainly not least, a strategic thinker with the ability to peer into the future and spot the next big revenue opportunity.

EXPERIENCE

NBC UNIVERSAL

Bravo and Oxygen
Networks

2014 – PRESENT

SR. DIGITAL RESEARCH MANAGER (Promoted Once, Final Title)

ACCOMPLISHMENTS

- Selected to participate in a leadership enrichment program designed to nurture outstanding employees with demonstrated excellence
- Automated several Excel reports that resulted in saving employees' time—a day's worth of work a week—valued at \$10K per year
- Created the curriculum for and taught an *Excel Tips and Tricks* class to bolster staff efficiency
- Created a digital research manual to facilitate new hire on-boarding and training

JOB DUTIES

- Analyze data to generate reports that provide actionable insights and identify growth opportunities
- Forecast and model web/app traffic for new and existing initiatives, and budget purposes
- Present weekly and monthly performance metrics to the executive leadership team
- Train and supervise Bravo/Oxygen Research Pages and Interns

MARTHA STEWART

LIVING OMNIMEDIA

2012 – 2014

SR. AUDIENCE DEVELOPMENT MANAGER (Promoted Three Times, Final Title)

ACCOMPLISHMENTS

- Promoted three times within two and a half years, from Intern to Sr. Audience Development Manager
- In six months, increased page views from paid efforts by 34%, while reducing marketing cost 55%

JOB DUTIES

- Managed paid marketing across multiple search engines (Google, Yahoo, Bing) and content distribution platforms (e.g. Outbrain, Taboola, etc.)
- Developed tracking code format to track, measure and analyze social media efforts
- Performed web analytics to supply data to stakeholders to improve content and increase audience engagement
- Delivered data to Ad Sales team concerning digital performance, improving sales presentations to clients
- Created and tested Omniture tagging of website
- Managed the Ad Only and Special Offers email production calendar, and provided the email team with recommendations to meet their goals

ADDITIONAL EXPERIENCE

ROCKWELL BRANDS
2016 - 2017

FOUNDER

PRODUCT: FLAVORED BLACKSTRAP MOLASSES

- Worked with a food scientist to formulate a recipe for flavored blackstrap molasses which resulted in obtaining a [scheduled process](#) form
- Consulted with a food law attorney to ensure compliance with FDA labeling
- Sought out co-manufacturers to manufacture flavored molasses product

PROFESSIONAL
BUSINESS COLLEGE
2010 – 2012

INSTRUCTOR

- Taught Small Business Management and Macroeconomics courses
- Created lesson plans and supporting curriculum to support student understanding, increase knowledge retention, and encourage classroom and material engagement

EDUCATION

CORNELL UNIVERSITY, BA in Economics

SKILLS

Microsoft Office, Omniture/Adobe Analytics, comScore, Rentrak, Facebook Analytics, Google Adwords, Research, Forecasting, Analyzing Data, PowerPoint Slide Design, Building Out Systems, Teaching/Training

FUN FACTS

Member of Bravo/Oxygen Social Committee. I wrote a letter to Warren Buffett and he wrote me back.