

KELLY A. QUINN
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- Education**
- CORNELL UNIVERSITY, Johnson Graduate School of Management** **Ithaca, NY**
Master of Business Administration, May 2010
- Roy H. Park Leadership Fellow: Full tuition scholarship and leadership development program awarded for academic and professional achievements and community service
 - Strategic Marketing Immersion: Identified gap between perception of taste and actual taste based on packaging of major pet food brand; recommended specific packaging changes to enhance messaging and brand perceptions
 - Marketing TA, Marketing Career Work Group Leader, and Marketing Chair for Destination Johnson (annual yield event for prospective students)
 - VP Community Impact (led Charity Auction that raised \$10,000 for local charities)
 - Placed 2nd of 60 teams in 2008 Integrative Case Competition
- BOSTON COLLEGE** **Newton, MA**
Bachelor of Arts, English and Communications, May 2002
- Summa Cum Laude; GPA: 3.92; Dever Student Writing Award; Crisis Communication TA
- Experience**
- Summer 2009 **ANIMAS CORPORATION, A JOHNSON & JOHNSON COMPANY** **Wayne, PA**
MBA Intern, Marketing – Insulin Delivery Brand Team
- Planned, created, and executed company’s first direct-to-consumer email campaigns, including insulin pump accessory promotion that resulted in 700% lift in online sales
 - Developed 2 year CRM strategy by analyzing customer feedback and competitive trends, identifying common best practices among Johnson & Johnson operating companies, and conducting interviews with customers, employees, and media agencies
 - Created touchpoint map to identify points of contact that drive customer experience
 - Managed cross-functional deliverables for website relaunch and social media programs with Facebook and Twitter, as well as launch of Insulivin’ YouTube brand channel
- 2005-2008 **SIMON MANAGEMENT GROUP** **Wellesley, MA**
Market Strategy Consultant (promoted from Associate, October 2006)
- Managed more than 40 product and market assessments with cross-functional client teams; improved client business performance by analyzing customer insights, target markets, channels, pricing, competition, potential acquisitions, and emerging technologies
 - Worked independently in Golden, Colorado to successfully launch new company presence and improve firm business development efforts
 - Created ROI market studies and other white papers for client publication; became in-house lead on new format of deliverables
 - Identified new product opportunity for leading provider of email marketing tools; analyzed competitive environment and recommended target market and product positioning
 - Provided recommendations for Fortune 500 computer manufacturer to improve marketing communications and increase IT share of wallet with mid-market customers
- 2003-2005 **LIBERTY MUTUAL INSURANCE GROUP** **Weston, MA**
Recovery Specialist II (promoted from Recovery Specialist I, December 2003)
- Designed templates that strengthened key customer relationships and improved cross-functional communication and training processes
 - Piloted project to restructure department and streamline recovery process
 - Recovered \$1.7M in cash and future savings in 2004, exceeding annual objective by 23.1%
- Personal**
- Participated in language immersion program at Enforex in Seville, Spain (summer 2008)
 - Studying abroad at EGADE, Tecnologico de Monterrey, Mexico (spring 2010)
 - Enjoy hiking and camping in state/national parks, scrapbooking, event planning, and travel