

KIMBERLY POLLOCK

Digital Analytics Expert

GROWTH MINDSET

I approach projects and roles with a growth, client-focused mindset. I view challenges as learning opportunities; Subject matter experts and their clients should be partners and sources of inspiration. I believe digital architecture is the backbone of a business' vision and is critical to reaching the desired 'future state.' I have 12 years of technical experience and certification to ensure your needs are met and exceeded by using the right tools. If you are currently mismatched, I excel at organizing and facilitating change management.

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in kimpollock

AREAS OF EXPERTISE

- » Digital Analytics
- » Digital Marketing
- » Marketing Analytics
- » Marketing Technology
- » Digital Operations
- » Tag Management Systems
- » Campaign Optimization
- » Audience Management
- » Retargeting
- » Content Optimization
- » E-commerce
- » Search Engine Optimization (SEO)
- » Dashboard Reporting Design

TECHNICAL SKILLS

- » Google Marketing Platform: Google Tag Manager, Google Universal Analytics, Google Analytics 4, Google Optimize, Campaign Manager 360, Search 360, Google Ads, Data Studio
- » Tableau
- » Tealium
- » R Studio
- » Marin Software / Perfect Audience
- » HTML, Javascript, Node.js
- » Bootstrap
- » Adobe Creative Cloud: Photoshop, Illustrator, InDesign
- » Salesforce Marketing Cloud
- » Wordpress, Drupal
- » Adobe Marketing Cloud
- » Facebook Ads Manager & Business Manager

PROFESSIONAL EXPERIENCE

● WUNDERMAN THOMPSON HEALTH | *Digital Attribution Lead Architect, 2019-present*

Lead architectural design and management of Google Marketing Cloud for Fortune 500 healthcare clients. Ensure campaign activation across web, media, email and direct-marketing data collection unifies to power multi-channel lead attribution client reporting. Manage cross-functional digital operations between technology, client and media teams.

★ Highlights

- » **Enterprise audit of digital analytics, media and marketing technology tools**, including operations and QA process; **implementation of operational workflows and QA processes**. 2021 results: reduced break / fix submissions by 80%; lead-gen submissions up 10% YoY
- » **Led organization's Facebook Advertising iOS 14 update**, education, performance assessments and server-side conversion API (CAPI) response
- » **Led Google Analytics 4 (GA4) upgrade, rollout, and Tag Management response** planning for Google properties and affected integration platforms
- » **Tealium installations for international pharmaceutical clients**; powering omnichannel strategies across email, media, and web (10M budget)

● AMERICAN HOSPITAL ASSOCIATION | *Senior Digital Analytics and Optimization Analyst, 2014-2019*

Managed enterprise digital analytics strategy, services and tools for the AHA and its subsidiaries (60+ digital properties). Created measurement plans that aligned digital strategy with organizational objectives and key performance indicators (KPIs). Identified 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 more than **\$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

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EDUCATION

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

CERTIFICATIONS

- » **Google Analytics 4 (GA4)**,
Conversion XL Institute
- » **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 Medicine Society (diME)**,
Professional Member, Volunteer
Connected Health Initiative, HEAL Coalition
- » **Wunderman Thompson Health**,
Mentor and Mentee,
Womens Mentorship Program (FAM)
- » **Digital Analytics Association**,
Professional Member,
Women in Analytics Committee
- » **Digital Center of Excellence - AHA (2017-2019)**
Strategic Lead, Subject Matter Expert
(Digital Analytics & Optimization)
- » **Epilepsy Foundation of Greater Chicago (2008-2019)**
Volunteer marketing consultant

PROFESSIONAL EXPERIENCE (CONTINUED)

● **KIMBERLYPOLLOCK.COM (FREELANCE)** | *Digital Marketing, Web Design & Web Development, Graphic Design Services, 2011-2018*

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 product 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 blog content.
- » **Hobson Advisors LLC / Hobson Travel** — Designed and developed Wordpress website. Created digital marketing strategist for email and social media. Designed and coded HTML email templates. Coordinated audience segmentation and targeting. Created print collateral pieces for Hobson Travel.

● **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 events and networking 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 engagement strategy and sales materials for a national e-commerce tradeshow.

● **ENJOY LIGHTING** | *Product 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).