

## RESUME OF KELLY ANN MARGARET KUBRICK (née Cook)

### WORK EXPERIENCE

#### [Online Authority](#), Owner

Ottawa, Canada

**2002 – Current** Independent consultant specializing in digital analytics: “the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage”. I help [clients](#) understand website visitor patterns, traffic sources and onsite activity in order to assess the effectiveness and efficiency of online efforts. I provide recommendations for improvement and advice on the selection and implementation of digital analytics, content management, email publishing and e-commerce technologies.

- 230+ [consulting](#) engagements delivered to 100+ [clients](#)
- 15 years’ experience as a digital analyst: As end user, administrator, [consultant](#) and trainer on 9 proprietary and commercial web analytics tools (i.e. [Google Analytics](#), [WebTrends](#), and Adobe’s [SiteCatalyst](#) by [Omniture](#))
- Member and volunteer of the [Digital Analytics Association](#) (DAA), 2006 – current
- Deliver [7 proprietary](#) Internet marketing / communications training courses
- Google Analytics Qualified Individual (updated June 2011)

#### [Time Warner](#) | Time Consumer Marketing Inc.

New York, NY

##### Director of E-Commerce Development

**1999 – 2001** Planned strategy and implemented corporate e-commerce initiatives for [Time Inc](#) Consumer Marketing division at Time Warner. Internal clients included multiple magazine properties such as [TIME](#), [Sports Illustrated](#), [PEOPLE Weekly](#), [Fortune](#), and [In Style](#).

- Launched thirteen [customer service web sites](#) offering real-time account management. Attained \$1.7 million in cost savings and \$1.1 million incremental subscription revenue.
- Team member of the Time Inc – America Online Joint Marketing Initiative (a corporate integration team), responsible for generating 200,000 new customers per month.
- Launched [affiliate-marketing network](#) enabling third-party web sites to drive \$200,000 in new customer leads.

Responsibilities included preparation of financial forecasts during twice-annual budget review, coordination of direct mail cost reduction efforts via email marketing and multi-divisional evaluation of e-commerce and email vendors. Managed team of project managers and coordinated remote programming resources (Tampa, FL). Oversaw development of a 10 million customer record marketing email database, established corporate usage and cross-marketing policies and coordinated evolution and development of corporate privacy policy.

#### [Time Warner](#) | Time Inc New Media

New York, NY

##### Manager of Commerce Development

**1997 – 1999** Responsible for the creation of alternate revenue streams through new product and business development efforts. Within two years, new products represented 17% of total revenues. Highlights included:

- [The Fortune Datastore](#): Premium online financial content generated \$1 million in annual sales by year three.
- [Sports Illustrated / CNNSI Swimsuit Extra](#): Premium online Swimsuit calendar and video content generated \$60,000 in membership revenue over two pilot periods.
- [Dr Weil’s 8 Weeks Program](#): Premium online health content and community pilot, achieved membership goal within 48 hours of launch.
- [Sports Illustrated Ultimate Locker Room](#): Online merchandise catalogue, 100% ROI within three weeks of launch. Replicated for Entertainment Weekly, World Championship Wrestling and Virtual Garden merchandise catalogues.
- [Fortune Magazine Archives](#): Searchable, online premium content created to drive print magazine sales.

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Responsibilities included evaluation of potential technology investments and vendors, contract negotiation and management of e-commerce vendors. Managed the Internet design and production teams for Sales, Marketing and Custom Programming (clients included Citibank, Putnam Investments, Philips, American Century and SUN Microsystems) divisions. Oversaw online customer service team located in Richmond, VA., and instituted the use of automated email management software to reduce personnel expenses.

### **The Voyager Company, Director of Sales**

**New York, NY**

**1995 – 1997** Directed sales of a 300-title CD-ROM catalogue for this privately held publishing company (\$12 million annual sales); increased sell through and reduced expenses by shifting from retail to wholesale and Internet distribution; negotiated domestic OEM and bundling contracts as well as international localization and licensing contracts and managed sales team and fulfillment warehouse relationship.

### **CORPORATE | COMMUNITY BOARDS**

- [University of British Columbia](#) Certificate in Digital Strategy Advisory Committee, 2011 – current
- [Algonquin College School of Media and Design](#) Advisory Committees: Brand Management Post-Graduate Certificate Program and Mobile and Social Media Management Graduate Certificate
- [Morrison Lamothe Inc](#) Member of the Board of Directors, 2002 – current
- [OCRI's Zone5ive](#) Programming Committee Member, 2007 – 2012
- [eMetrics Marketing Optimization Summit](#) Toronto, Advisory Board, 2009 – 2011
- [Internet Marketing Conference](#) (IMC) Vancouver Advisory Board, 2011
- [Search Marketing Expo](#) (SMX) Toronto Advisory Board, 2010
- [University of British Columbia's Award of Achievement in Web Analytics](#) Auditor, 2009 & 2007
- [CMA Ottawa](#) (Ottawa Chapter, [Canadian Marketing Association](#)) Executive, 2004–2009
- Mayor of Ottawa's Task Force on eGovernment, 2008
- [Ottawa Chamber of Commerce](#), Member Board of Directors and Audit Committee 2004–2008
- Champagne Charity Auction Steering Committee, [Canadian Paraplegic Association Ontario](#), 2003
- [Council for the Advancement and Support of Education \(CASE\)](#), Member judging panel, Accolades Award (District 2), World Wide Web category, 2003
- [Scouts Canada Foundation](#), Member of the Planning Committee National Salute Award, 2003
- [Ashbury College](#), Internet Strategy Working Group, 2003
- [Serence Inc](#) Advisory Board 2002
- [Zoetrope All Story](#) Contributing Editor, 1995–1996

### **EDUCATION**

- [Leadership Forum, Centre of Executive Leadership of the Telfer School of Management, University of Ottawa](#), 2009
- MBA, [Leonard N. Stern School of Business, New York University](#), 2001
- Radcliffe Publishing Course, Radcliffe College, [Harvard University](#), 1995
- [Central American Institute for International Affairs](#), San Jose, Costa Rica, 1995
- B.A., [Victoria College, University of Toronto](#), 1993
- Third Year Abroad program, [University of Swansea, Wales](#), 1991–1992

### **PERSONAL INFORMATION**

- Bilingual (English and French), extremely comfortable with multiple computer applications
- Enhanced Reliability (Government of Canada) security clearance status
- Canadian citizen and hold permanent UK Ancestry employment visa