

**KELLY KUBRICK (formerly Cook)**  
**WORK EXPERIENCE**

**Online Authority**  
**Owner**

**Ottawa, Canada**

**2002 – Current** Internet marketing consultant specializing in web 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 of Internet platforms and technologies (web analytics tools, content management systems, e-commerce platforms, email publishing tools, etc.).

- 160 consulting engagements delivered to more over 80 clients across North America;
- Ten years experience using proprietary and commercial (WebTrends, Google Analytics, Omniure, etc.) web analytics tools as an end user, administrator and trainer; and
- Created and regularly delivers seven proprietary classroom courses as well as customized training.

**Time Warner | Time Consumer Marketing Inc.**  
**Director of E-Commerce Development**

**New York, NY**

**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 an 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**  
**Manager of Commerce Development**

**New York, NY**

**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 / CNN SI 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.

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**

- [eMetrics Toronto 2010 Advisory Board](#) member, September 2009 – current
- [Web Analytics Association](#) (WAA) member; serve on the Audit team of the WAA Course Enhancement Sub-Committee for the University of British Columbia's [Award of Achievement in Web Analytics](#), 2007 – current
- [Zone5ive](#) (OCRI) Program Committee Member, 2007 – current
- [Morrison Lamothe Inc.](#), member of the Board of Directors, 2002 – current
- [Canadian Marketing Association \(Ottawa Chapter\)](#), member of the Board of Directors, 2004 – 2009
- Mayor of Ottawa's [Task Force on eGovernment](#) member; [report](#) released June 2008.
- [Ottawa Chamber of Commerce](#), member of the Board of Directors and Audit Committee, 2004 – 2008
- [Canadian Paraplegic Association Ontario](#), Champagne Charity Auction Steering Committee, 2003
- [Council for the Advancement and Support of Education \(CASE\)](#), member judging panel, 2003 Accolades Award (District 2), World Wide Web category
- [Scouts Canada Foundation](#), Member, Planning Committee, National Salute Award (Ottawa), 2003
- [Ashbury College](#), Internet Strategy Working Group, 2003
- [Serence Inc.](#), Member, Advisory Board, 2002
- [Zoetrope All Story](#), Contributing Editor, 1995 – 1996

**EDUCATION**

- [The Leadership Forum](#) EMBA program, University of Ottawa, 2008 – 2009
- MBA, [Leonard N. Stern School of Business, New York University](#), 2001
- Radcliffe Publishing Course, Radcliffe College, [Harvard University](#), 1995
- Spanish language studies, [Central American Institute for International Affairs](#), San Jose, Costa Rica, 1995
- BA, [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.