

# MAGGIE CLARK

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## EDUCATION

<b>DUKE UNIVERSITY, The Fuqua School of Business</b> <i>Master of Business Administration, Marketing Brand Management Concentration</i>	Durham, NC May 2020
<b>UNIVERSITY OF KANSAS</b> <i>Bachelor of Science, Journalism and Mass Communication</i> Top 5 percent of graduating class, Phi Beta Kappa Society, Kappa Tau Alpha Honors Society	Lawrence, KS May 2013

## EXPERIENCE

<b>PEPSICO, INC.</b> <i>Marketing Manager, Dips Portfolio, Frito-Lay Marketing Department</i> <ul style="list-style-type: none"><li>Was the only team member for the first five months in role, including during annual brand plan timing, resulting in leading strategy development, creating presentation, and presenting to leadership team.</li><li>Led agency briefing and campaign development for major innovation item, including creation of 360 commercialization strategy, while using insights to remain true to target consumer and brand vision.</li><li>Assisted in developing current and future Insights plan for portfolio, requiring strategic prioritization of multiple brand needs, resulting in approval to bring four innovation items to market in 2023.</li></ul>	Plano, TX 2021–Present
<i>Associate Marketing Manager, Stacy's Pita Chips Brand, Frito-Lay Marketing Department</i> <ul style="list-style-type: none"><li>Helped develop Innovation and Commercialization strategies for Stacy's, harnessing key platforms based on consumer needs; resulting in one of the first partnership LTO innovation launches for the Stacy's brand.</li><li>Advanced purpose-driven Stacy's Rise Project through consumer research, resulting in development of long-term strategic vision, increased awareness and engagement (5x number of applicants vs YA; social media following +8.5% on launch day), and a partnership with Reese Witherspoon and HelloSunshine.</li><li>Managed and helped execute the first brand-wide pricing initiative through effective communication with cross-functional partners, while using wide ranges of data to evaluate effectiveness of the test and to determine next steps to ensure plan is effectively commercialized.</li></ul>	Plano, TX 2020
<i>Summer Marketing Intern, Sports Marketing Team, Frito-Lay Marketing Department</i>	Plano, TX 2019
<b>TRUSTIFY, INC.</b> <i>Trustify is a technology platform that connects clients in the U.S. to a network of private investigators.</i> <i>Manager of Investigative Network, Investigations Department</i> <ul style="list-style-type: none"><li>Implemented benefits and membership platform for 2,000+ Trustify private investigators, resulting in an average of a 10% increase in network investigators weekly.</li><li>Created mentorship program for new Trustify employees based on personal onboarding experience, resulting in cross-team relationship building and new exposure to the organization for employees.</li><li>Analyzed multiple variables and demographics of both customers and in-network private investigators, which helped define appropriate matching process and increased match rate by 30%.</li></ul>	Arlington, VA 2017
<i>Director of Account Management and Customer Success, Business Operations Department</i> <ul style="list-style-type: none"><li>Restructured refund policy and feedback program, based on company and competitor analysis, which led to a 60% decrease in overall client refunds and increased revenue per case by \$395.</li><li>Managed all B2B and white glove clients from intake to completion, which increased B2B client revenue by 20%, resulting in a distinct department catered to B2B clients.</li><li>Showed empathy and controlled emotions of employees during large reduction in workforce, which addressed a \$600K deficit and allowed for a several million-dollar surplus three months later.</li></ul>	Washington, DC 2016–2017
<b>ISN SOFTWARE CORPORATION</b> <i>ISN is a global resource for connecting capital-intensive corporations with sustainable contractors.</i> <i>Account Representative, Account Management Department</i> <ul style="list-style-type: none"><li>Acquired lead responsibilities on accounts for Fortune 500 clients, including 11 large Refining corporations such as ExxonMobil Refining, Phillips 66, Citgo and Valero.</li><li>Scheduled 20% of team's annual management meeting goal in under a month – meetings that include multiple vice presidents and stakeholders of large oil and gas companies.</li></ul>	Dallas, TX 2014–2016
<i>Associate, Customer Service Department</i> <ul style="list-style-type: none"><li>Communicated and de-escalated customer conflicts through multiple communication portals and was one of the only employees to never have a customer situation escalated to management.</li><li>Researched and wrote customer case studies published as marketing material on company website; was later selected to lead this team based on number and quality of case studies published.</li></ul>	Dallas, TX 2013–2014