

KIM BOYD

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RECENT EMPLOYMENT EXPERIENCE

Marketing Specialist (October 2009 – January 2010)
Contract Position

imo.im
Palo Alto, CA

- Researched user base and the competitive environment to help develop and market the product.
- Managed Google Adwords and Facebook Ads to target specific market segments.
- Used social media to connect with users to promote and support the user base. Increased Facebook fans and Twitter followers over 10x.
- Created social media access on the site to help users promote imo.im by word-of-mouth.
- Researched and contacted bloggers and other media outlets to promote imo.im to the most relevant user segments.

Marketing Analyst (March 2007 – October 2009)
Strategic and Direct Marketing Team – Development Group

University of California, Berkeley
Berkeley, CA

- Managed quantitative market research studies. Projects included working with internal clients to produce questionnaires, manage the data collection, analyze and present the results.
- Created a basis of measurement and reporting tools that are used across the fundraising organization.
- Managed complex modeling and data-mining analyses to look for efficiencies to save money.
- Helped create a donor segmentation and cluster analysis to target the donor population more effectively.
- Applied A/B testing techniques on specific campaigns to determine future decisions.

Market Research Associate (July 2006 – March 2007)

Media-Screen (aka Netpop Research)
San Francisco, CA

- Managed quantitative and qualitative market research studies for large companies in the technology sector. Activities included working with management, clients and vendors; drafting and pretesting questionnaires and topic guides; and analysis and production of reports.
- Produced detailed quantitative analyses such as cross tabulations with tests of significance.
- Created new sampling methodology process and aided in the methodology design.
- Assisted in the production of syndicated research reports about the consumer broadband market by providing insights into the data as well as creating clear analyses from a very large dataset.

Marketing Analyst (June 2004 – July 2006)
North American Agent Operations Group

Xerox Corporation
Rochester, NY

- Assisted internal customers across different functional areas with their reporting needs.
- Organized large amounts of data from a variety of sources to create weekly and monthly reports, several organizational dashboards, and ad hoc analyses.
- Created in-depth analyses of project viability and success using a variety of statistical analysis techniques for modeling and measuring purposes.

EDUCATION

Masters of Business Administration in Marketing Research

Emphasis in Statistical Analysis

Rochester Institute of Technology (2004)

Bachelors Degree in Business Administration - Marketing

Minor in Communications

Rochester Institute of Technology (2003)

PUBLICATIONS

"Defining Business-to-Consumer Relationships: The Consumer's Perspective", with Dr. Patricia Sorce, *Journal of Database Marketing and Customer Strategy Management*, March 2004. (Under maiden name: Kimberly Edwards)

SKILLS & TRAINING

Technology:

Data Analysis/Mining Applications: Microsoft Access & Excel (advanced), SPSS, SPSS Tables, Minitab, MapInfo, SQL, Crystal Reports, E.piphany, Oracle Discoverer, Hyperion Essbase, Infocentricity's Xeno, Google Analytics

Other applications: Microsoft Office, Keynote, Publisher, Visio, and ACT!

Operating Systems: Windows NT/98/2000/XP, Mac OS versions 7-X

Awards:

UC Berkeley SPOT Award from an internal client for support on a high profile market research study

Volunteer:

Kiva.org - Marketing analytics, reporting, and data infrastructure projects.