

Erin George

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PROFESSIONAL SUMMARY

Curious and dynamic professional with stellar strategy skills exemplified by delivering concise and actionable recommendations for high visibility projects. Relationship builder equipped with the communication expertise and acumen to develop cohesive stories that provide direction to executives. Emphasis on implementing quantitative data analytics and cross-functional teams to drive strategic-priorities and exceed KPIs.

EDUCATION

University of Tennessee, Haslam College of Business

Master of Science in Marketing, GPA: 4.0/4.0

Bachelor of Science in Business Administration, GPA: 4.0/4.0

EXPERIENCE

PILOT FLYING J, *Specialist II Loyalty/Omni*

April 2024 – Present

- Own and execute the strategy of our personalization and global loyalty efforts through partnering with our data science, fuel pricing, advanced analytics, revenue growth management, product, and marketing teams
- Lead and create materials for our monthly performance review on incremental net gross profit, diesel performance, monthly active users, and digital saturation with the executive leadership team
- Deliver compelling business cases backed with financial analyses and first-party data that expand our core loyalty program to create an exceptional guest experience while improving profitability
- Conduct in-depth competitive analyses on primary and secondary competitors in our industry to evaluate new opportunities and areas of weakness within our business

TOTAL WINE CONSULTING PROJECT, *Haslam College of Business*

August 2023 – December 2023

- Tasked with reframing Total Wine's current loyalty program; utilized large scale data sets in Tableau to deliver actionable omni-channel solutions to senior management
- Researched industry trends and data to understand how spending and psychographic patterns drove customer sales over 5-year period
- Recommended shifting current loyalty program to focus on YOY sales growth instead of total spend per customer
- Developed in store, mobile app, & SMS marketing strategies to drive incremental transactions from members

TECHTRONIC INDUSTRIES, *Field Sales & Marketing Representative*

January 2023 – June 2023

- Excelled in sales and relationship management which resulted in \$2 million YTD revenue (7% growth) in territory
- Managed CRM marketing for territory; tracked customer sales history and sent targeted promotional messages to increase visits to store & grow digital engagement on CRM platform from the guests
- Planned merchandising strategies to gain 3 prime retail locations; leveraged analytical tools and sales data to communicate value to KDMs, led to a 50% increase in sales of products merchandised in new locations
- Reviewed weekly market share and sales reports to understand how to grow against key competitors in store

SKILLS

Computer: Excel, PowerPoint, Tableau, SPSS, Qualtrics, Google Ads, Jira, Confluence

Certifications: Atlassian Agile Project Management Professional, Google Analytics, Advanced Microsoft Excel Certificate

Specialties: Leveraging commercial data assets to provide logical solutions, cross-functional strategic partnerships

PROFESSIONAL ACCOMPLISHMENTS

Driver Appreciation Month: Lead executive reporting for a multi-million-dollar campaign

September 2024

University of Tennessee Top Graduate

May 2023

University of Tennessee Volunteer of Distinction

May 2023