

EMILY EDWARDS

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ACADEMIC EXPERIENCE

INSTRUCTOR, MARKETING

- *Digital Marketing* – University of Colorado Boulder (MKTG-3700) *Spring 2016 - Present*
- *BCOR Applied Semester Experience* – University of Colorado Boulder (BASE-2104) *Spring 2019*
- *Product Strategy* - University of Colorado Boulder (MKTG-4250) *Fall 2013-Fall 2018*
- *Principles of Marketing* – University of Colorado Boulder (BUSM-2001) *Fall 2015-16*
- *Marketing for Business Minors*- University of Colorado Boulder (BUSM-2001) *Spring 2014, Fall 2014*

GUEST LECTURING

- *CU Denver Executive MBA Program Strategy & Innovation* - University of Colorado Denver *2019*
- *Food Industry Executive Leadership Development Program* - University of Colorado Boulder *2019*
- *Brand Extension Case Study* - University of Colorado Denver, Regis University (MKTG-3000) *2012, 2016-17*
- *Integrated Marketing Planning & Media Buying Case Study* - University of Denver (MKTG-3450) *2012*
- *Brand Extension & New Product Strategy Case Study* - Emory University (BUS-345) *2012*
- *Introduction to Brand Management* - University of Virginia (BUS-3180) *2010*
- *Introduction to Brand Management* - University of Georgia (MARK-3000) *2008*

SERVICE

- BASE Curriculum Development Project Lead, Justin's Nut Butter *2018-19*
- Frasca Teaching Excellence Committee, Chair *2019*
- Leeds Marketing Career Community, Engaged committee member *2018-19*
- Volunteer, Google Ad Grants Nonprofit Client Consulting *Summer 2018*
- Faculty advisor to CU American Marketing Association student organization *Spring, 2016*
- Worked on cross-functional team to revitalize business core ("BCOR") curriculum *2014*

RECOGNITION

- Winner: Joseph L. Frasca Teaching Excellence Award *2018*
- Nominee: Joseph L. Frasca Teaching Excellence Award *2013, 2014, 2015, 2016, 2017*

INDUSTRY EXPERIENCE

- Magnify Consulting LLC (Golden, CO) *2012 - Present*
Founder & Lead Consultant *2012 - Present*
- Qualvu, Inc. (Denver, CO) *2012-15*
Market Research Analyst (Consultant)
- Newell Rubbermaid, Inc. (Atlanta, GA) *2004-12*
Senior Brand Manager (Goody Products, Inc.) *2009-12*
Brand Manager (Goody Products, Inc.) *2006-09*
Associate Category Analyst (Goody Products, Inc.) *2005-06*
District Sales Representative (The Home Depot Division) *2004-05*

INDUSTRY SKILLS

BRANDING

- Collaborated on major CPG re-branding and brand transformation project.
- Created brand and sub-brand positioning guides by leveraging master brand equities and competitive equity whitespace maps.
- Synthesized and communicated brand health metric tracking report.
- Communicated critical brand objectives via internal and external-facing Marketing briefs.
- Transformed brand positioning elements into cohesive marketing communications plans.

INTEGRATED MARKETING COMMUNICATIONS

- *Digital Media*: Pioneered new social media outreach methodology for consumer engagement and online review optimization. Shared best practices case study amongst divisional Marketing colleagues.
- *Web*: Interfaced with agency and internal creative partners to overhaul new goody.com website. Measured site effectiveness post-launch and translated metrics into key business insights for VP of Marketing.
- *In-Store / Online Retailer Marketing*: Researched and shared cutting-edge merchandising techniques with Marketing organization. Partnered with Sales and Channel Marketing counterparts to maximize in-store and .com execution of new product launches in major customers (*Walmart, Target, Walgreens*).
- *Advertising*: Developed \$10MM television, print, and digital advertising campaign to achieve strategic brand and sales objectives. Worked with agency partners to optimize media buy to include targeted consumers (*Hispanic females*).
- *Couponing / Temporary Price Reduction*: Strategically managed price reduction strategy (*via online coupon, in-store price reduction*) for new product launches to maximize sales results.
- *Public Relations*: Previewed major CPG new product launches to over 120 New York health and beauty editors.

PRODUCT STRATEGY | NEW PRODUCT DEVELOPMENT

- Explored internal (*brand equities, internal resources/capabilities*) and external drivers (*consumer insights, competitive landscape, market opportunity*) to develop winning CPG category line extension strategies:
 - *Goody Heat hair appliances - 65% market distribution; \$21MM incremental retail sales.*
 - *Ouchless Flex line - #1 best-selling headband at Target; \$5MM incremental retail sales.*
- Partnered with international Sales and Marketing counterparts to optimize the globalization 5 CPG new product launch strategies. *Global launches in China, Mexico, Japan, Canada, and UK.*
- Led brainstorming discussions with internal R&D and Quality Engineers to generate new product ideas and codify 3-year new product pipelines grounded in addressing meaningful consumer insights.
- Led multi-disciplinary stakeholder evaluation of P&L, ROI, and cost analyses. Met and exceeded financial targets.
- Engaged senior leadership via annual Executive Strategy Review sessions.
- Selected to present original product strategy case study at Newell Rubbermaid Marketing conference for 150 Newell Rubbermaid Marketing colleagues. *Topic: Ouchless Flex brand line extension.*

CONSUMER INSIGHTS | MARKETING RESEARCH

- Translated market research findings for major CPG (*automotive, hair care*) clients into relevant business insights to drive client strategy.
- Distilled strategic implications for 50 consumer research studies with over 7,000 consumers.
- *Conjoint Analysis*: Derived consumer preference / purchase decision hierarchies via discreet choice analysis.
- *Ethnography*: Interpreted in-home ethnographic interviews to inform product innovation ideation sessions.
- *Product / Package Concept Optimization*: Utilized online and traditional focus groups to optimize concepts.
- *Pricing*: Assessed quantitative new product price sensitivity analysis to determine optimal price positioning.
- *Shopper Research*: Utilized competitive shopping simulations to predict in-market results for new products.
- *In-Home User Testing*: Interpreted new product efficacy / quality via in-home user validation.
- *Secondary Sources*: Identified key emerging competitive and consumer trends via IRI POS data analysis. Synthesized results and communicated strategic implications to Marketing and Sales organizations.

EDUCATION

University of Colorado
Masters of Business Administration, 11-Month Accelerated Program

July, 2013

Loyola University New Orleans
Bachelors of Business Administration, Major: Marketing

May, 2004
Summa cum Laude