

JENNIFER PASSMORE

717.385.9529 • jennifer.a.passmore@hotmail.com

Consumer Insights & Marketing Analytics Manager

Collaborative professional and client-focused advocate skilled at analyzing customer insights, metrics, and market trends to define best practices and create strategies to engage consumers, drive sales, and deliver brand loyalty. Passionate about bringing diverse perspectives, values, and objectives to the table and finding consensus among parties, including navigating across organizational levels and adapting to changing demands. Proven record of empowering clients to achieve organizational goals and sales targets through data-driven insights and actionable recommendations.

CORE COMPETENCIES/AREAS OF EXPERTISE

Marketing Campaign Management | Trends Analysis | Consumer Insights | Training & Coaching | Business Intelligence
Customer Loyalty | Audience Segmentation & Targeting | Brand Marketing | Digital Innovation | Direct & Email Marketing
Market Research | Process Improvements | Project Management | Relationship Building | Budgeting & Forecasting
Cross-Functional Collaboration | Retail Strategy | C-Suite Consulting | Reporting | CPG Industry Best Practices

PROFESSIONAL EXPERIENCE

SYMPHONY RETAILAI

5/2015–Present

CRM Campaign Manager – Ahold-Delhaize USA (9/2017–Present)

Guide large regional retail grocery chain in creating personalized direct mail campaigns for 6.4 million households and email marketing campaigns for 2.5 million households. Assess data and make recommendations on strategies for increasing consumer engagement, brand loyalty, incremental sales, and retention in key customer segments and across channels. Establish briefs for each campaign highlighting targeted consumer insights and project goals. Assess post-campaign metrics to determine recommendations for future changes. Adjust to quickly evolving business needs or client requests, translating these needs into clear strategic action plans. Ensure cohesion in direction for projects, bringing together competing agendas, philosophies, and values into a clear set of benchmarks for each campaign.

- Managed nearly 90 campaigns in 2018 ranging from standard monthly campaigns and one-off special campaigns for varied audiences addressing specific client pain points, yielding nearly \$70 million in incremental sales.
- Collaborated with client on creation and rollout of pilot program to evaluate potential changes to model for earning and redemption of loyalty points.
- Cultivated relationship with client-based Marketing division, assessing brand communications strategies to ensure campaign suggestions were in alignment with audience expectations and brand values.
- Drove culture of continuous improvement, partnering with client and internal Analytics and Operations divisions on optimizing campaign performance by developing test plans to evaluate resulting data.
- Chaired Volunteer Committee, partnering with Central PA Food Bank and Salvation Army of Harrisburg on events.
- Navigated both internal transformation and changes at the client level throughout tenure.
- Selected to serve as Interim CPG Collaboration Manager during leave of absence.

Associate Category Insights Manager – Ahold-Delhaize USA (5/2015–9/2017)

Presented customer insights and trends analysis to client teams, including senior-level leaders, as well as evaluated ROI and effects of promotional campaigns, pricing strategy adjustments, product/brand interactions, and segmented marketing techniques. Served as liaison between client and IT team on creation of new insights platform and prioritization of requests.

- Identified promotional sales opportunities through customer loyalty data for implementation by Category team, generating more than \$9.3 million in revenue within a few months of rollout.
- Named Super User for proprietary analytics tools, including providing onsite client training on utilization.
- Spearheaded project to identify and recommend opportunities for re-engaging households and recapturing \$3 million in incremental sales based on pricing, product depth, and adjacent category shopping behavior analysis.
- Built relationship with non-edible grocery merchandising teams at the client level, emphasizing insights from Voice of the Customer programs to define merchandising strategies for their markets.

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ACOSTA SALES & MARKETING

1/2014–5/2015

Category Analyst – Tyson Deli/Ahold USA

Analyzed demand trends for 220 items across 20 vendors, using data to prepare weekly forecasts. Assessed accuracy of forecasts and created promotional opportunities to mitigate concerns regarding freshness. Managed inventory levels for four warehouses. Collaborated with partners on tracking purchase orders and delivery updates.

- Sustained 98% service level delivery for items in category, representing more than 2.4 million cases.
- Built relationships with client contacts at Tyson Foods and Ahold USA Merchandising.

PEPSI BEVERAGES COMPANY

1/2006–1/2014

Supply Chain Marketing Equipment Supervisor (11/2009–1/2014)

Coached, trained, and supervised service and installation teams across multiple facilities, including managing union personnel to ensure compliance with collective bargaining agreements. Led weekly conference calls with sales teams to assess performance and make recommendations for improvements. Monitored customer service delivery to ensure adherence to brand standards. Administered \$90 million annual parts budget and managed inventory.

- Improved customer service repair timelines by more than 70% within three years while also increasing quality performance by 11% within the same time frame.
- Spearheaded effort to transform refrigeration processes, saving more than \$42 million for company.
- Integrated data mining and scorecard reviews to improve evaluation of production levels, establish SOPs, and manage workflow for teams.
- Championed community engagement through volunteer and outreach projects.
- Served as Regional Field Representative for national task force focused on redefining scorecard metrics.
- Earned two True Blue Awards for improvement of metrics and sustainability of high-level performance.

Earlier Roles with Pepsi Beverages Company:

Marketing Equipment Move Scheduler (11/2007–11/2009)

Food Service Sales Coordinator (1/2006–11/2007)

EDUCATION & CREDENTIALS

BACHELOR OF ARTS IN ANTHROPOLOGY, Dickinson College

PROFESSIONAL DEVELOPMENT, Developing the Attitudes of Leadership (Dale Carnegie) & Lean Six Sigma/Kaizen