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## Kristina M. Cahill

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### Company Spokesperson | Manager | Project Lead | Research Analyst

A results-driven professional with a combination of creativity, communication and analytical skills.

## Professional Experience

### Institute for Supply Management

#### Manager, Research & Analytics

2015 – Present

Responsible for in high-profile economic research projects analysed monthly on major TV network channels. Schedule interviews for radio, print and TV; write press releases and handle crisis communication. Act as company spokesperson and M.C. at annual conference. Developed new social media strategy which is measurably enhancing brand. Create marketing content. Create dashboards to easily analyze product reach and engagement. Develop new data vertical that increased overall revenue by 60%.

### Institute for Supply Management

#### Analyst, Senior Associate, Media Relations

2014 – 2015

Analyze, design, code and release online/web-based surveys and mass email communication. Built and configured various methods of tracking utilization using databases, spreadsheets and macros. Organized meeting with White House and Fed Chiar to discuss usage of company economic indicators. Responsible for presentations and webinars for large audiences. Created templates, process documentation maps and user guides for the program. Automated tasks increasing team productivity by one FTE.

### CAPS Research (In Association with A.S.U. and W.P. Carey School of Business)

#### Research Specialist

2011 – 2013

Collected statistical data through online/web-based surveys from organizations (cross-industry) to publish metric and summary benchmarking reports. Analyzed, designed, coded and released online/web-based surveys and mass email communications. Exceeded team goals by increasing the number of published benchmarking metric reports by 35%.

### Ticketmaster Ltd., London, U.K.

#### Supervisor (Client Support & Ticket Centres)

2009 – 2010

Managed the Client Support Executive team and all aspects of the Ticket Centre Retail Network to ensure individual and organizational goals were successfully met. Responsible for implementing and managing the retail outlet marketing strategies and promotional materials and point of sale materials. Provided first line technical support and managed the information architecture and technical implementation teams for several ecommerce projects. Analyzed, monitored and reported on team performance, security and quality of service setting goals to ensure the highest level of assistance to the corporate clients, theatres, venues and promoters.

## Education

MA in Media, Communication and Cultural Studies

2008

University of London

London, United Kingdom

CoMundus Consortium European Diploma

2008

Røskilde University

Røskilde, Denmark

BA in Communication (Cum Laude)

2006

Arizona State University

Tempe, Arizona, U.S.A.