

# Caitlin Murphy

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<http://lnkd.in/dagBYe8>

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## Summary

Diligent MBA candidate with a concentration in marketing and interest in analytics and digital marketing.

- Currently taking coursework in Digital Marketing and gaining skills in SEO, SEM, and SMM.
- Experimental “foodie” with a passion for the food and beverage industry.
- Versed in both quantitative and qualitative market research and can effectively analyze data to best fit client needs.
- Will bring technical understanding of products to the marketing team.

## Education

### **Rochester Institute of Technology**

Saunders College of Business – AACSB Accredited Program

*Master of Business Administration*

Concentration: Product Commercialization

Expected May 2018

Rochester, NY

### **Cornell University**

*Master of Professional Studies, Food Science and Technology*

Concentration: Food Chemistry and Product Development

January 2017

Ithaca, NY

### **Cornell University**

*Bachelor of Science, Biological Sciences*

May 2015

Ithaca, NY

## Experience

### **KJT Group**

*Market Research Intern*

January 2017 – August 2017

Honeoye Falls, NY

- Collected high quality, actionable data by participating in the development of quantitative survey questionnaires and qualitative moderator discussion guides.
- Ensured quality of quantitative research process by testing survey programming, and quality checking data tables and reports.
- Managed parts of the recruitment/data collection process, by using online tools (i.e., Decipher) to monitor progress, creating documents to share progress updates with clients, and coordinating qualitative interviews.
- Effectively communicated research results to provide clients with actionable data, by analyzing results and displaying them through PowerPoint charts and tables.
- Provided clients ad hoc analyses for higher complexity information through use of statistical software (i.e., Excel, STATA).

### **Wegmans Food Markets**

*Food Science Intern: Consumer Affairs, Food Safety*

June 2015–August 2015

Rochester, NY

- Developed control procedural documents to adhere to regulatory and industry standards, conducted a gap analysis of food safety procedures in stores, and wrote new procedures to compensate for gap areas.

## Projects

### **IFTSA Disney Product Development Competition**

*Team Captain*

October 2015 – February 2016

- Lead a team of four and brought a food product from ideation to small-batch fruition, through troubleshooting formulation issues in the product development kitchen, developing a food safety plan, and conducting a potential scale-up scenario.
- Gained consumer insights data through performing a sensory test by recruiting and running a test with over 75 participants, using RedJade software to develop questionnaire and preparing materials for the test.

### **ASCE Concrete Canoe Engineering Project Team**

*Logistics Team Leader*

September 2013 - April 2015

- Organized and secured sponsor relationships: coordinated contact, sent thank you letters, and made a sponsor newsletter.
- Kept team on track for project completion by synthesizing Gantt chart and holding members accountable for executing tasks by their deadlines.
- Directed quality of final product, which included paying special attention to detail and craftsmanship.