

KATHERINE CHEEZEM

St Louis, Missouri

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WORK HISTORY

Visiting Professor

2021 - present

Principia College – Elsah, IL

Mathematics Department: Taught course entitled Mathematical Applications

- Presented course curriculum through in person lectures
- Engaged students in class discussions and problem-solving activities
- Drafted examinations and graded student homework and tests, providing timely feedback

Analytical Marketing Consultant

2010-2016

JMC Communities – St. Petersburg, FL

- Worked with creative team to devise and implement a coordinated marketing strategy using direct mail, email marketing, print advertisement, and social media to generate leads for new luxury condominiums and townhomes in the Tampa Bay area of Florida as well as single-family homes in a Traditional Neighborhood Development (TND) in Clemson, South Carolina.
- Implemented data warehousing and data marketing techniques to collect and analyze customer and prospect data to target new business through direct mail, email marketing, social media, and community events.

Manager of Strategic Marketing/Database Marketing Manager

1996-2010

McNichols Company – Tampa, FL

- Designed and implemented strategic marketing analyses using customer sales and demographic data to drive direct mail initiatives, generating new business and growing existing business.
- Designed and executed geographic market analyses to identify optimal locations to open new distribution centers nationwide.
- Designed a sales profitability reporting tool to help senior management identify the most profitable products.
- Worked with an outside consulting firm to implement an ongoing system of customer loyalty surveys to measure and increase customer satisfaction, retention, and loyalty.
- Introduced customer segmentation and predictive modeling techniques to score individual customers based on their likelihood to need our products.
- Developed Microsoft Access databases to extract and maintain sales and customer data used to generate ad hoc reports for senior management in an efficient and timely manner.
- Managed a team of marketing strategy analysts.
- Managed the Marketing Teleresearch Department, an outbound call center to reactivate inactive customers and generate new business.

- Served as a liaison between the IT Department and Senior Management.

Budget Analyst and TM1 Database Administrator 1993-1995

SunTrust Service Corporation, Department of Finance & Accounting – Atlanta, GA

- Created budgeting procedures and spreadsheets to collect detailed expense, capital, personnel, and revenue plans from over 400 centers.
- Communicated extensively with planners, providing guidance.
- Automated the consolidation of data and the production of budget reports for senior management.
- Created a database in the fixed assets area to automate the company's capital project reporting.
- Served as a consultant on a project to determine a new method of billing.

VOLUNTEER WORK

St Petersburg City Theatre – Treasurer, Board of Directors 2016-2017

- Accepted position of Treasurer, overseeing the theatre's finances, after learning that the theatre had amassed substantial debt and, as a result, was about to close its doors and cease operations.
- Worked with a handful of other volunteers to lead the theatre into a sustainable operating position within a year.
- Negotiated payment plans with outstanding creditors, controlled operating expenses, raised donations, and implemented a more transparent system of financial reporting.
- Oversaw all Box Office operations.

Principia Parents Association – Upper & Middle School Class Representative 2018-2020

- Served as a liaison between parents and school administrators
- Organized various school celebrations and events

EDUCATION

University of Georgia, Athens, GA – Master of Science in Statistics, GPA: 4.0

Named Best Applied Master of Science Student in the Statistics Department.

Financed education by working as a Teaching Assistant within the Statistics Department.

Rollins College, Winter Park, FL – Bachelor of Arts in Mathematics, Minor in Economics,

GPA: 3.99

Salutatorian of graduating class.

Financed education through a 4-year, full tuition academic scholarship.