

# ERIN CLARKE

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## Professional Experience:

### Retail Quality Assurance, Inc.

([www.rqa-inc.com](http://www.rqa-inc.com))

Group Manager: 2004 – Present

- Manage projects that provide data analysis regarding the integrity of a product at the retail level for the consumer goods industry. Projects entail mystery shopping, purchasing product, testing product, evaluating locations, monitoring store compliance and identifying contraband activity. Results are analyzed and reported to the client.
- Manage all projects in the Brand Integrity department to assure execution on all contractual obligations including proposals, budgets and timelines. Project budgets range from \$10,000 to \$1,000,000.
- Manage four Full Time employees and ten Independent Contractors schedules, performance reviews and training sessions.
- Achieved over 45% profit margin for the last six consecutive quarters.
- Design, plan and execute a 50 state 18,000 store brand integrity retrieval project yearly.
- Manage a 455,000 store database in Access. Update store data based on purchase history.
- Create, update, train and implement new procedures to improve operational efficiencies.
- Communicate regularly with Fortune 500 clients on the status of the project and the budget.
- Sell value added services to current and potential clients.

### Delve

([www.delve.com](http://www.delve.com))

Field Supervisor: 2002-2004

- Assisted project management of taste tests, focus groups, and in-depth client interviews.
  - Generated repeat business by maintaining consistent quality respondents in studies, efficiently altering study criteria at client requests and communicating study pattern deviation and issues.
  - Controlled labor costs by monitoring study patterns, managing employee hours and assigning recruiters to jobs based on skill set.
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## Education:

Bachelor of Science Degree in Marketing & Minor in Psychology from Bradley University, 2002

Attended Teamworks, the Society of Cosmetic Chemist's Trade Show and Exhibition, 2008

Attended Business Writing and Grammar Seminar, Winter 2007

Attended Team Effectiveness and Leadership Seminar, Fall 2007

Attended Introduction to the Fashion Industry course, Fall 2006

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## Computer Skills:

Advanced Excel, Access, Word, PowerPoint and Outlook

Proficient in Photoshop and Illustrator

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## Volunteer:

Leukemia Research Foundation - ABC7 Jim Gibbons 5K Run, 3K Walk & Survivors' Strut

Ryno Kid Care - C.H. Robinson Kickball Extravaganza Tournament