

Kirsten Pursell
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SUMMARY

Experienced translation of German to English...Ad Evaluation in German and English...Extensive consumer-based marketing experience ... highlighted by significant accomplishments in product management ... coupled with international packaged goods experience... features strategic planning and a solid track record of bringing new products from concept inception and development through testing and national roll-out ... includes brand management and target market identification. **M.S.B.A. in Marketing. Fluent in German reading, writing, and speaking...SDL Trados.**

STRENGTHS

- **Strong understanding of German language and implied meaning in translations to English.**
- **Strategic planning ... corporate, departmental strategies and tactics, fit with existing equities.**
- **Product testing ... implementation, research, result tracking, analysis, and recommendation. Champions product and strategies ... willing to challenge the status quo.**
- **Managing multiple projects and teams simultaneously.**
- **Strong presentation skills.**
- **Thorough understanding of marketing research ... qualitative and quantitative syndicated.**
- **Media and agency relations ... advertising strategy, production, creative.**
- **Efficient ... productive ... high energy.**

REPRESENTATIVE ACCOMPLISHMENTS

- **Responsible** for core product brand management, including identification and implementation of support programs. (JACK IN THE BOX)
- **Comprehensive analysis** of target consumer ... strategic evolution ... analyzed existing segmentation studies, syndicated market research, user data, and overall market trends. (JACK IN THE BOX)
- **Led** effort to overhaul new products process and established benchmark criteria to measure success. (JACK IN THE BOX)
- **Introduced** numerous new products ... included product positioning, creative briefs, and multiple phases of testing ... oversaw product implementation, packaging, and evaluation of results. (JACK IN THE BOX)
- **Managed and maintained** numerous products from different menu categories simultaneously, each with varying strategic importance ... efficient and organized. (JACK IN THE BOX; KRAFT)
- **Coordinated** all marketing efforts for line extension test. Included calculating R.O.I., cost of production, sourcing and co-packing, logistics, and information to sales force. (KRAFT)
- **Analyzed** potential for new product line extension. Coordinated test, including packaging revamp and criteria for success. (KRAFT)

RELATED BACKGROUND

FREELANCE TRANSLATOR (German-English) Includes SDL Trados	2008-present
ZERO CHAOS, Florida Quality Ad Rater (English/German)	2015-2016
JACK IN THE BOX, San Diego, CA Senior Product Manager Product Manager Associate Product Manager	1995-2000 1993-1995 1992-1993
KRAFT JACOBS SUCHARD, Bremen, Germany Major international packaged food products marketer and manufacturer Assistant Brand Manager	1990-1991

EDUCATION

M.S.B.A. Marketing
San Diego State University, 1997

B.A. International Business (Marketing and German concentration)
California State University, Fullerton 1989

OTHER

HIGH SCHOOL SWIM COACH, Oceanside, CA Boys Junior Varsity at El Camino High School	2013-present
FOUNDER, OCEANSIDESPORTSNETWORK.COM Created a website that featured athletes of all levels in the Oceanside community.	2013
OCEANSIDE UNIFIED SCHOOL DISTRICT, Oceanside, CA Substitute Teacher	2007-2011
SCHOOL SITE COUNCIL MEMBER	2010-2014
AUTHOR of three self-published books The Dog Bone: A Goodnight Tail (Children's) Harvard (Novel) Company Clown (Novella)	2008 2010 2012
OCEANSIDE PARKS & RECREATION COMMISSIONER	2008-2012
McAULIFFE MILE FUN RUN, Oceanside, CA Creator and promoter of annual event generating an average profit of \$4,000 to benefit Christa McAuliffe Elementary School.	2005-2010
PTA BOARD OF DIRECTORS	2004-2010