

# Katherine Koenig Mundy

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## DIRECTOR, SOCIAL MEDIA ANALYTICS

An accomplished and creative director of social media analytics with extensive experience in project management, analytics reporting, and social media listening. Demonstrated expertise with various technical tools, including Netbase, Sprinklr, Power BI, and native platform analytics. Proven ability to drive projects from inception to execution, while balancing competing priorities, and leading and mentoring high performing teams. Adept at analyzing cultural and competitor trends, and leveraging communication, research, and strategic planning skills to deliver value-driven solutions that increase revenue, elevate brand, and exceed targeted goals.

## AREAS OF EXPERTISE

Power BI | Mentoring | Communication Skills | Boolean Language and platforms | Data Trends | Pivot Tables

## EXPERIENCE

**The Coca-Cola Company**, Atlanta, GA

**March 2019 – April 2024**

### Senior Manager, Social Analytics

Managed social analytics initiatives within the global Coca-Cola Social Listening & Engagement Team. Delivered relevant data analysis that uncovered actionable insights and opportunities for brands and business. Piloted and implemented AI tools as well as serving as SME on further data integrations across analyst teams globally.

- Optimized performance of social launch of Coca-Cola Creations to surpass all KPI's for 2022 campaigns while leading implementation of real-time social charters for Sprite and FIFA World Cup 2022 for more than 90 markets.

**W2O Group**, Atlanta, GA

**August 2018 - February 2019**

### Senior Analyst, Paid Measurement

Managed campaign measurement of clients to generate insights through data and tell a compelling story. Partnered with account, activation and research teams to develop compelling reporting that guided strategic client activation recommendations.

- Made paid recommendations that allowed one client to surpass all 2017 KPIs during annual campaign as a result of identifying high-performing content and optimizations.

**The Coca-Cola Company**, Atlanta, GA

**February 2017 - August 2018**

### Senior Social Portfolio Analyst

Provided social listening and analytics data and reporting for the North American Social Center. Translated various sources of social data to inform strategists and brand planners in planning and content efforts.

- Managed social media listening and analytics for customers such as Wendy's, McDonald's, Subway, and Cinemark, which involved sharing insights and takeaways often with C-level executives within these marketing departments.

**Oracle, Inc.**, Atlanta, GA

**May 2014 - February 2017**

### Senior Social Analyst

Managed all aspects of providing C-level stakeholders at clients such as State Farm, General Motors, Dr Pepper Snapple Group, Clorox, NBC Sports and more with actionable insight and recommendations based on analysis of social data.

- Assisted with real-time reporting as well as providing post-campaign reporting for NBC Sports social activations during Super Bowl and Olympics activations.

**Moxie (formerly Engauge), Atlanta, GA****July 2013 - May 2014****Social Engagement Coordinator**

Led in the ongoing development and execution of social media engagement strategies for clients such as UPS and Verizon. Maintained ownership of the content creation process, including calendar planning, curation, writing copy, and analyzing success of content.

- Crafted social content that garnered 500% higher organic results for UPS at the time of position compared to January 2013 Adobe Social Intelligence Report averages for brands.

**TwinBear Management, Atlanta, GA****April 2013 - July 2013****Social Media Account Manager**

Developed and executed social media engagement strategies for clients. Wrote, posted and managed web content for Twitter and Facebook while staying highly responsive to comments and feedback. Analyzed, reviewed and reported on the effectiveness of social media efforts.

**Tropical Smoothie Cafe, Inc., Atlanta, GA****April 2012 - February 2013****Social Media Manager**

Developed and executed social media engagement strategy and ensured alignment with business, brand and marketing goals. Managed the day-to-day social media channel presence while continuously researching new potential platforms for the company.

- Produced a total fan growth over the first six months of more than 30,000 new fans, which was an almost 20% increase in fan numbers since taking over control of the page in May 2012; growth during 2012 topped 40%.

**Intermark Group, Birmingham, AL****September 2010 - April 2012****Public Relations and Social Media Assistant**

Assisted with background research and presentation development for pitches to potential new business. Managed social media campaigns and initiated dialogue and responded to customer requests and comments. Maintained detailed daily, weekly and monthly reports for clients; analyzed data and analytics for each social media client.

- Wrote press releases for traditional public relations clients and handled outreach to media members; assisted in increase of one client's credits by more than 350%.

**EDUCATION****Bachelor of Arts in Journalism, Political Science**

2009

University of Alabama, Tuscaloosa, AL

Alpha Gamma Delta Sorority Psi Chapter; Student Government Association, Public Relations Committee; Recipient of the University of Alabama Alumni Honors Scholarship and Robert Scott Foundation Scholarship; staff writer for Crimson White newspaper.

**CERTIFICATIONS****Microsoft Power BI Data Analysis Associate, Microsoft****Brand and Competitor Analysis, Quid****Facebook Data Analysis, Quid****Netbase Boolean, Quid**