

Emily Allocco

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SUMMARY

Client-facing marketing analytics professional specializing in campaign measurement, sales impact analysis, and media performance strategy across CPG, pharma, and media verticals. Experienced in translating behavioral and purchase-based data into insights that guide business decision-making and advertising investment. Partner with clients and internal teams to manage timelines, align objectives, and deliver high-impact recommendations across digital, print, podcast, and retail media channels. Lead collaborative efforts and guide team execution to ensure insights are delivered with clarity, accuracy, and impact. Known for distilling complex performance data into clear, strategic narratives that drive growth for Fortune 500 brands and innovative media leaders like Pinterest and DotDash Meredith.

EXPERIENCE

Analyst, Client Consulting

NCSolutions

January 2024 – Present, New York, NY

NCSolutions is a data and analytics company, specializing in advertising effectiveness across the consumer packaged goods (CPG) industry.

- Manage client relationships and campaign measurement across top digital publishers (Pinterest, Dotdash Meredith), supporting Fortune 500 and global advertiser portfolios (PepsiCo, Kimberly-Clark, P&G).
- Execute 100+ sales lift studies annually and present insights that shape advertising investment strategy, leveraging performance data across digital, print, linear, podcast, and retail media networks (Walmart Connect).
- Deliver tailored recommendations and lead upsell initiatives, contributing to a 4% increase in new product revenue for a top-five revenue contributor in 2024.
- Coordinate cross-functional project timelines and deliverables via Salesforce (TaskRay) while supporting 20+ campaigns quarterly through feasibility assessments and development of purchase-based targeting (PBT) models across major media platforms.

Yield Management Analyst

WebMD, Yield Management Team

October 2022 – January 2024, Newark, NJ

WebMD's Yield Management team oversees digital ad inventory, campaign delivery, and revenue optimization to support performance across pharmaceutical marketing initiatives.

- Manage content marketing pipeline for 200+ pharma-sponsored campaigns, generating \$50MM+ in revenue while optimizing delivery across Meta, Google, and Outbrain.
- Lead weekly alignment with program marketing to ensure trafficking goals, revenue pacing, and guarantee fulfillment.
- Oversee sponsored media performance to maintain 70%+ profit margins; enhance targeting efficiency through refined lookalike audiences and delivery insights.
- Train and manage globally distributed team members on audience strategy, Facebook Ads Manager, and platform best practices.

Marketing Coordinator

Sony Corporation of America, Brand & Business Development, Video & Sounds Products

January 2022 – June 2022, New York, NY

Division focused on growing Sony's audio and video technologies, including 360 Reality Audio, an immersive spatial sound format that delivers a live music experience through object-based audio.

- Led a 10-day beta test with Gen-Z Spotify users to evaluate new software and LinkBuds while aligning partner contracts and global go-to-market strategy for Sony Electronics Tokyo.
- Planned and supported flagship events (David Bowie showcase, NAMM, JammJamm), while driving 20% higher user engagement through immersive activations and artist content strategy.
- Analyzed artist influence on Monthly Active Users (MAUs) to optimize DSP partnerships, collaborating with internal teams and agencies on content, product, and event initiatives.

Marketing Coordinator

urSwim

June 2021 – September 2021, Patchogue, NY

urSwim is an aquatics management and mobile swim school that provides indoor and outdoor swimming classes.

- Promoted to Marketing Coordinator, being the lead of all marketing efforts, managing the social media team, and overseeing content production and scheduling to reinforce brand identity and grow platform engagement.
- Enabled the official launch of the company's franchising model and year-round swim lessons through partnerships with LA Fitness, driving market expansion and service diversification.
- Configured CRM system (Mindbody) and integrated online registration via WordPress, implementing a tiered membership pricing model to support customer segmentation and optimize acquisition.
- Led digital and local marketing efforts, driving a 13.5% increase in customer acquisition within three months.

Social Media/Marketing Creator

urSwim

June 2020 – June 2021, Patchogue, New York

- Led digital marketing across social, email, and paid channels, driving a 65% YoY increase in website traffic through targeted content, SEO, and campaign execution.
- Owned end-to-end content strategy, including SEO-driven copywriting, publishing schedules, and performance tracking to optimize engagement.
- Launched the brand's first affiliate program, recruiting four influencers and boosting engagement among niche audiences by 8% in 12 weeks.

Marketing Intern

Analytic Partners

June 2019 – August 2019, New York, NY

Analytic Partners is a global analytics firm specializing in commercial intelligence and data-driven measurement to optimize media and business performance.

- Collaborated with marketing and sales teams to execute a top-of-funnel demand generation campaign targeting 100+ C-suite executives across six retail sectors.
- Developed digital display ads with unified CTAs to drive downloads of the 2019 ROI Genome Report; senior leadership selected three for the LinkedIn campaign.
- Analyzed competitor social media engagement and sales trends to guide positioning of new service offerings.

PROJECT

Discovering Patient Segments – Pharma Consultancy

Fordham University, Gabelli School of Business • July 2022 – August 2022

- Research Manager overseeing 3 analysts to drive analysis of digital browsing data and build user cohorts by behavior, condition stage, and demographics to support targeted engagement strategies.

Sony LinkBuds Beta Test

Sony Corporation of America

- digital.gabelli.fordham.edu/issue/fall-2023/gabelli-school-of-business-faculty-researchers-collaborate-with-sony-to-gain-student-insights-for-innovative-music-lifestyle-driven-by-linkbuds-series/
- January 2022 – August 2022
- Led Gen Z beta testing for Sony LinkBuds to evaluate real-world usability, accessibility, and day-to-day impact before launch.
- Collected feedback to optimize device performance and ensure seamless software integration with Spotify and Endel audio platforms.
- Facilitated a multi-party partnership between Sony Corporation of America, Sony Electronics (Tokyo), and academic institutions, including Fordham University and USC.
- Collaborated with Fordham University research board on the research scope and methodology, Statement of Work (SOW), Master Service Agreement (MSA), and project timeline to align with Tokyo HQ's goals and deliverables.

EDUCATION

Master of Science, Marketing Intelligence

Fordham University, Gabelli School of Business • New York, NY • 2022

- Awarded Dean's List Scholarship for academic and professional achievements

Bachelor Of Business Administration, Marketing

Temple University, Fox School of Business • Philadelphia, PA • 2021

- New Member Academic Chair, Alpha Xi Delta, Iota Chi Chapter

SKILLS

Analytical Skills: Data analytics, marketing analytics, predictive modeling, machine learning, big data analysis, artificial intelligence, sales lift analysis, attribution analysis, incremental sales measurement, ROAS (return on ad spend), investment yield analysis, profit maximization, margin analysis, consumer segmentation, data visualization, persona development, trend analysis, marketing mix modeling, marketing intelligence, campaign optimization, consumer behavior analysis, insight generation.

Marketing & Strategy Skills: Market research, consumer insights, research design, project management, campaign strategy, partnership marketing, business development, client acquisition, account management, key account management, portfolio management, CRM expertise, client retention, pipeline management, lead generation, public relations, social media strategy, influencer marketing, social listening.

Technical Skills: Microsoft Office Suite, Google Workspace, Salesforce, TaskRay, Adobe Analytics, Google Analytics, Google Ads, Outbrain, Meta Ads Manager, Amazon Ads, LinkedIn Ads, The Trade Desk, Liveramp, Looker, Tableau, SPSS, HTML/CSS, Python (Google Colab), SQL, WordPress, Asana, Smartsheet, Airtable, Trello.
