

TALIA DAY

EXPERIENCE

Lydia Security Monitoring Inc.
Chair of the Investment Committee, Board of Directors

New York, NY
2015-Present

UNILEVER NORTH AMERICA
Bertolli Frozen Foods - Associate Brand Development Manager

Englewood Cliffs, NJ
2007-2009

- Developed new Lasagna Al Forno SKU for club channel, including solving plant capability issues using new cost-reduced and environmentally friendly packaging.
- Launched first Bertolli Frozen offering for Costco, exceeding revenue targets with weekly store sales of \$750 per SKU
- Led brainstorming session, conducted focus groups and worked with cross functional team on developing a new line of Bertolli Frozen Soups that launched in 2011
- Managed BD Frozen budget and offered recommendations for fund allocations

Country Crock Spreads - Summer Associate Brand Development Manager

Summer 2006

- Created and presented to senior management a repositioning strategy for the Squeeze Bottles, including formulation and packaging changes, to enhance appeal to the target consumer
- Developed and conducted primary and secondary market research to establish a consumer profile for Country Crock Light Tubs, leading to recommendation for changes to product claims that were implemented in 2007

TIME WARNER

Time Magazine - Associate Marketing Manager

New York, NY
2003-2005

- Developed strategic marketing plan for renewals of Time Magazine's 4 million subscriber base by conducting consumer research, formulating pricing strategies, segmenting subscribers, and budgeting
- Led a cross functional team of five that won 1st place in the 2005 TIME Magazine Brand Challenge international contest for devising a "Trivia TIME" program to promote the Time Magazine website and archive
- Managed direct mail renewals for Time Magazine, Entertainment Weekly, Sports Illustrated, and SI for Kids by developing and coordinating marketing strategies across magazine titles
- Designed a new system to administer renewal premium inventory, decreasing premium write-offs by 15% and improving cost efficiency

Golf Magazine & Popular Science - Assistant Marketing Manager

2002- 2003

- Created new renewal series that increased Golf Magazine's subscriber response rate by 36% and won a 2003 Time Consumer Marketing Achievement Award
- Researched and designed a Member-Get-Member campaign for acquiring new subscribers that replaced a more expensive, less effective Cold Donor campaign and was later rolled out to seven additional magazines
- Developed and implemented new e-mail renewal campaigns for both Golf Magazine and Popular Science

EDUCATION

THE WHARTON SCHOOL, THE UNIVERSITY OF PENNSYLVANIA
Masters of Business Administration; Majors in Marketing and Finance

Philadelphia, PA
May 2007

UNIVERSITY OF PENNSYLVANIA
Bachelor of Arts; Major in Economics; Minors in Mathematics and Spanish

Philadelphia, PA
May 2002

- *Magna cum laude*; GPA 3.8/4.0; Dean's List 2000-2001, 2001-2002

ADDITIONAL INFORMATION

Language:

- Conversational Spanish and Hebrew

Community:

- Member of the Rodeph Sholom School PA Executive Board since 2017
- Elected Board Member for the Westbury House Condominium Association
- Member of the Board of Governors for FARE, where I work on raising awareness of Food Allergies as well as planning fund raising events and initiatives.