

KELLY ANDERSON

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WORK EXPERIENCE

PepsiCo Frito-Lay

Supply Chain Analyst – Customer Growth

Dallas, TX

Jul 2025 - Present

- Drive end-to-end product execution for Customer Exclusives and limited-time offerings, consistently delivering 95%+ sales fulfillment and maximizing program success.
- Partner closely with Product Supply and Regional Supply leaders to proactively secure inventory availability, ensuring customers have accurate, in-full ordering capability.
- Build and own comprehensive data analyses for key customer events, uncovering executional gaps and driving corrective actions that enable Key Account Managers to accelerate orders and enhance event performance.
- Deliver high-impact weekly supply updates for Kroger and Target, providing stakeholders with clear, data-driven visibility that improves decision making and event execution.
- Lead and present rigorous weekly out-of-stock analyses to Kroger, identifying on-shelf availability opportunities and influencing actions to improve customer experience and product performance.

PepsiCo Frito-Lay

Supply Chain & Engineering Associate Analyst – Fleet Decarbonization

Dallas, TX

Jul 2024 – Jul 2025

- Championed the successful \$1.2MM implementation of biodiesel fueling at the Topeka site, one of Frito-Lay's largest traffic centers, driving the project from planning to execution. Demonstrated strong project management skills by leading strategic meetings with key stakeholders, setting clear expectations with external vendors, delivering consistent team updates, and launching onsite construction.
- Proactively identified and remediated data discrepancies by partnering with Traffic Managers, and software platform owners, enhancing the accuracy and credibility of reported fuel consumption data.
- Developed the first-ever Emissions Scorecard, providing Frito-Lay traffic centers with unprecedented visibility into site-specific emissions and reduction data by period. This tool supports data-driven fuel strategy decision-making and advances pep+ progressions across operations.

SDSU ZIP Launchpad

Intern – TrendTrade

San Diego, CA

Aug 2023 – Jan 2024

- Embarked on a series of fast-paced L1 experiments designed to rapidly validate the market and de-risk solutions before building a Minimum Viable Product.
- Synthesized market research data to evolve startup ideas and TrendTrade's data analysis for angel investor decks by building dashboards and visual charts with Excel and PowerBI.
- Conducted problem and solution interviews with target audience members and analyzed data trends to catalyze ongoing market research.
- Created a brand image and mock-ups of UX design for the L2 phase.

EDUCATION

San Diego State University

B.S. Business Management & Entrepreneurship

San Diego, CA

Grad May 2024

- Summa Cum Laude | Graduated top 1% of the Fowler College of Business
- Pi Beta Phi Sorority Marketing Chair and Merchandising Chair

TECHNICAL SKILLS

- Microsoft Office, Excel (Advanced), Power BI, Data Analysis, Business Modeling, HTML, SQL, Canva, CapCut, Creative Direction, Brand Design