**Research Planning / Data Analysis and Interpretation / Marketing Plan Development**

Accomplished and results-oriented marketing professional with extensive experience in developing methodological designs and analyzing data by using statistical techniques. Well versed in presenting research findings and insights to both internal and external teams. Highly developed knowledge of carrying out qualitative and quantitative research methodologies. Strong track record of conducting advanced statistical analysis with special focus on multivariate regression and cluster analysis.

**PROFESSIONAL SKILLS**
• Excellent business acumen and capable of designing research methods
• Analytical and logical mind aimed at interpreting pertinent market data and making actionable recommendations
• Effective communicator with a great ability to write reports and prepare presentations
• Ability to work independently with a keen focus on driving execution of secondary and primary research projects
• Extensive understanding of working in a matrix organization by virtue of versatility and hands-on approach

**SYNOPSIS OF ACCOMPLISHMENTS**
• Engendered 100% ROI by designing and conducting analysis of marketing campaigns
• Identified several opportunities to market products and brought about a sizable interest in the company’s products
• Increased customer base by 12% in 6 months by assisting the marketing team in carrying out market research-based activities
• Received 3 awards in 2 years following maximum contribution to the marketing and sales program of the company

**CAREER BACKGROUND**

**Market Research Analyst** | Swirl, Sherwood, OR | Jun 2009 – Present

• Perform market research and data analysis duties
• Support strategic plans of the company by providing research information
• Deliver insights regarding the reasons that impact the success of businesses
• Suggest research solutions following strategic plans of action
• Prepare annual analysis of existing and potential business directives
• Develop new products and programs to support corporate sales
• Provide advice on pricing strategies
• Examine competitors’ marketing methods and sales activities
• Devise focus group discussions and conduct surveys
• Determine the need for adding new lines to existing products

**Marketing Manager** | ABC Company, Sherwood, OR | Dec 2007 – Jun 2009

• Coordinated and executed marketing activities aimed at customer retention and