**MARKETING ANALYST**

**Career Summary**

* Expert marketing analyst with exceptional knowledge of the processes of sales, business, and marketing. Very strong background in markets’ analysis, researching, strategizing and marketing management. Utilizes critical thinking and information-gathering skills.
* Able to contribute personal insights into planning business market strategies using business intelligence, market segmentation, and product analysis.

**Career Objective Statement -** Looking for an opportunity to bring enthusiasm and expertise to the forefront of a leading company’s marketing research team through marketing analysis. This will result in enhanced and improved business decisions.

**Core Competencies**

* Extensive experience in research studies, from start to finish.
* Close familiarity with advanced statistical analysis and methods of research.
* Proficient in PowerPoint, Word, Excel and online survey tools.
* Quickly develops effective working relationships with senior executives.

**Personal Attributes**

* Detail-oriented and highly articulate.
* Charismatic leadership.
* Goal-oriented, with a high level of professionalism.
* Active listener and learner.
* Proficient time-management ability.
* Critical thinking and problem-solving skills.
* Professionally demonstrates, promotes and sell.
* High level of personal enthusiasm and self-motivation.

Professional Experience

AFT Marketing House, Inc.      London, OH                      2006 – Present **Marketing Analyst**

***Key contributions:***

* Analyzed sales activities, marketing campaigns, organizations, customers, pricing, and competitors in detail, with charts, graphs and explanatory texts.
* Developed research projects for specific business issues – Integrated market research information into company system to develop new leads.
* Analyzed metrics in order to identify effect-cause relationships between financial outcomes and marketed actions, thus raising profitability.

Tier Communications              Cincinnati, OH                   2002 – 2006 **Marketing Analyst**

***Areas of Impact:***

* Analyzed competition to evaluate market penetration.
* Effectively researched areas of the market regarding customer needs and brand perceptions.
* Worked in coordination with Product Management to identify possible opportunities.
* Designed focus groups as well as surveys to capture relevant market research data.
* Annually carried out customer-satisfaction surveys, compiling results into detailed reports.