Marketing Research Analyst

ROBERT SMITH

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Objective

Having over 10 years of experience in high volume sales and customer service. Possess an excellent knowledge of windows and Mac operation systems, internet/IP, hardware, software, operating system, and cable modem and cabling issues.

Skills

Sales, Customer Service, Social Networking, Email Marketing.

Work Experience

Marketing Research Analyst

ABC Corporation - 1996 – 2003

- Prepared sales tracking reports for home office and branch marketing departments, and conducted primary and secondary research.
- Compiled corporate and branch office sales figures, compared results to forecast and objectives and reported attainment of goals to sales and marketing teams.
- Assisted with the migration of sales and marketing data into a new online system.
- Verified data to ensure the integrity of information, developed new report templates, and ran regularly scheduled and ad hoc reports.
- Collected and organized information about competitor companies and their products using the internet, industry databases, and news services.
- Information used by senior management to make decisions about possible mergers and acquisitions.
- Initiated purchase of a GIS and marketing segmentation system that combined customer data with demographic information.

Marketing Research Analyst

Delta Corporation - 1994 – 1996

- Differentiated various courses offered by the school, targeted different student groups by conducting individualized promotion plans Collected and .
- Receive and process incoming calls, and emails from Sears and K-Mart store associates, in regards to compliance.
- Review future ad prints for Sears and K-Mart stores.
- Create and maintain spread sheets documenting conflicting ad prices, developing a working relationship with the store merchants/buyers.
- Giving research surveys over the phone.
- Researched emerging trends in financial services marketing and developed reports for sales, account and product executives in response to current and .
- Identified, researched, and profiled potential acquisition candidates and/or Fortune 500 CEOs Strategically used qualitative research methods to .

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Education

Bachelor of Science in Business - (Northern Illinois University - DeKalb, IL)

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