

Marketing Research Associate

ROBERT SMITH

Phone: (123) 456 78 99
Email: info@qwikresume.com
Website: www.qwikresume.com
LinkedIn:
linkedin.com/qwikresume
Address: 1737 Marshville Road,
Alabama.

Objective

Marketing Research Associate is responsible for Analysing customer feedback and make recommendations for changes to products/services, Developing sales materials for new products/services and conduct follow up interviews with customers to ensure that they are satisfied with their purchase experience (i.e., returns, returning purchases), Collecting data from multiple sources to help identify potential market segments or target audiences.

Skills

Internet Research; Microsoft Office.

Work Experience

Marketing Research Associate

ABC Corporation - 2008 - 2008

- Cleansed and validated potential-customer lists by researching their correct phone number, e-mail address, and position in order to make the LDR teams cold call as beneficial as possible.
- Built efficiency and reliability into the potential-customer lists by calling companies over the phone and requesting or verifying each leads current position and contact information.
- Communicated well and in a friendly manner with the gatekeepers to obtain information about their companies employees.
- Verified correct information over the phone as well as various different online resources.
- Utilized CRM tools such as Jesubi (Salesvue) and Salesforce.com and research sites such as OneSource, Jigsaw, AHD.org and HIMMS Analytics to conduct market research for both clients and LDR team.
- Worked on CRMs such as Jesubi (Salesvue) and Salesforce.com for importing and exporting data and assigning lists to the LDR team.
- Met with legal representatives for product approval, keeping within production feasibility.

Marketing Research Associate

Delta Corporation - 2000 - 2000

- Miami, USA Telemarketing, Promotional Pieces designs, Databasing, market research.
- San Francisco Marketing Research & International Management Liaison & Assistant to VP Liaison with managers from San Francisco, Houston, Los Angeles .
- Acorn Marketing & Research Ho Chi Minh City, Vietnam Worked as Group Leader.
- o Coordinated communication on warranty and quality information with retailers o Gathered customer opinion about software products and built good .
- Consolidated information in concise and clear format.
- Developed e-mail and social media campaigns to gain insight into the most effective way of reaching both current and potential clients in various .
- Compiled research findings in marketing reports to advise upper management on different products and target markets.

Education

BS In Marketing