

# Marketing Research Manager

## ROBERT SMITH

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### Objective

Experienced Marketing Research Manager professional with MBA and a combination of both client side and supplier side experience in consumer packaged goods (CPG) and financial services.

### Skills

Digital Marketing, Product Marketing, TOOLS: Salesforce; Eloqua; SurveyMonkey, Infusionsoft; Mail Chimp, Confluence; Google Analytics; HootSuite; Mindjet; ClearSlide; Smartsheets.

### Work Experience

#### Marketing Research Manager

**ABC Corporation** - August 2005 - March 2016

- Managed all phases of research including working with the business to understand the business question at hand, designing the study, working with suppliers to implement the research, analyzing results and presenting findings to all levels of executive management.
- Built a strong reputation for consistently designing and implementing research that provided strategic insights and actionable results.
- Won two gold Ogilvy awards for work in the brand and advertising space.
- Worked on several key new product development initiatives.
- Managed all phases of research from initial ideation to concept testing, product optimization, naming, volume estimation, positioning, articulation and advertising.
- Conducted lost opportunity research to help the bank understand why their deposit consumers were not deepening their relationship with the bank in the home loans space.
- Researched results deeply influenced marketing strategy for home loans.

#### Marketing Research Manager

**Delta Corporation** - 2004 - 2005

- Designed and managed all phases of marketing research studies as a research supplier.
- Led cross-functional teams of five to eight members in order to accomplish research initiatives for Kimberly-Clark, Pizza Hut, Hallmark, American .
- Hired as Marketing Assistant, promoted to Research Specialist then Research Manager.
- Responsible for providing primary and secondary research including brand awareness, concept testing, market saturation, industry trends, advertising .
- Provided actionable research findings to a company that had not utilized customer research previously Used customer research in conjunction with .
- On-site analyst at PepsiCo WHQ focus on Sierra Mist, Mt Dew, Mug and Tropicana Twister brands utilizing household panel and syndicated data to .
- Performed cross-purchase analysis within PCNA and Frito Lay portfolios, including menu and shopping basket research to find purchase synergies and .

### Education

