

EDUCATION

- AA Degree, Seminole Community College 1992

SUMMARY

- Senior Market Research Developer with a warm, friendly and factual demeanor always!
- Highly proficient in qualitative and quantitative research methods, survey design, testing, structured data collection operations, programming, coding, quality control, process documentation, data-mining, statistical analysis and report presentation.
- 29 years of professional experience in the market research industry, including the Central Florida tourism markets, travel destinations, theme parks, hotels, resorts, restaurants, cultural / sporting events and other products and services.
- Team builder, acutely attentive to client and employee needs, punctual problem solver, avid multitasker with a track record of being an essential part of the research team, instrumental in providing effective solutions and impact to the projects' success.
- Communicates all research findings credibly, combining new methodologies with traditional processing methods that provide accurate insights and meaningful results to help a wide range of clients achieve their research goals.
- Provides professional expertise through our unique consulting model offering clients with an outcome-based approach. Longstanding relationship and projects with Walt Disney World, YMCA, LYNX Transportation, ESPN Wide World of Sports, Expressway Authority (E-PASS), Chase, GM, Zora Neale Hurston Festival and others with Developing methodology to increase performance ... Providing "hands-on" support to clients & productive conflict resolution.

TECHNICAL SKILLS

Programming Languages

- IBM SPSS Statistics (Syntax, Tables, Visualizations), SAS, SQL, MySQL, HTML5, CSS, Python, JavaScript

Operating Systems

- Windows 10, Windows Small Business Server, IIS Server, Android Mobile

Software

- IBM SPSS Statistics, SAS University Edition, Oracle Virtual-Box, Snap Web Host and Surveys, Django3, Bootstrap, Microsoft: Access, Excel, Word, PowerPoint, Outlook; Visual Studio, FileMaker, C-Panel, Zoom

PROFESSIONAL EXPERIENCE

Varga Market Research Services Inc (1991-2020) Orlando, FL

MIS Director/ Research Analyst II / Solutions Provider / Network Administrator

- Primary responsibilities include design, development and deployment of questionnaires and research findings.
- SPSS Data SAV file deliverables, including supporting documentation, variable file descriptors, customized tabulation, frequency and time-based trend reports, direct contact to clients.
- In charge of company networks, website, user access control, computer technologies, mobile data collection devices, process procedures, software adviser, data synchronization, project quota monitoring, data entry/validation, data security and disaster recovery.
- Conducts Employee performance and accuracy monitoring, detection and removal of any duplicate cases, ensuring that respondent opinions are clearly recorded and are uniquely represented in the dataset(s).
- Technical support, troubleshooting and employee training of survey devices and best practices of data collection methods.
- Supports changes and enhancements across multiple systems, technology platforms and business processes in response to projects and ongoing maintenance.
- Partners with clients and business functions for closure of open issues arising from testing and results.
- Assists in balancing business goals and communicates information and analysis concisely, both verbally and in presentation form.
- Makes Business Decisions and provides advisement/feedback to business partners.
- Improved efficiency, accuracy and speed-to-market for internal processes and products and identifies where controls are needed and designs appropriate controls to yield a higher quality product.
- Maintains business and technical documents, group procedures, work management tools and system files.

PERSONAL / HOBBIES

- Cub Scout / Community volunteer
- Hiking, Camping, Bicycling, Nature enthusiast
- Home-cooking, DIY home improvements
- Drums/Piano