

Robert Smith

Market Research Analyst/Supervisor

PERSONAL STATEMENT

Worked on thousands of research projects which included Attitude and Usage Studies, Product Testing, Advertising Research, Customer Satisfaction and Tracking studies.

WORK EXPERIENCE

Market Research Analyst/Supervisor

ABC Corporation - February 2009 - August 2012

Responsibilities:

- Performed initial market research in areas of emerging technologies, lead generation and competitor analysis.
- Partnered with peers and upper level management facilitating revenue growth through competitive intelligence reports and detailed executive level summaries.
- Produced executive level summaries on competitors, containing data compiled from DNBi for credit reports, Hoovers, financial data, contracts, customers, news articles and press releases.
- Managed corporate participation and branding in trade shows and key federal events.
- Created and tracked yearly departmental budget.
- Worked cross-functionally with Business Development, Capture Management and Collateral Development Groups as well as interdepartmentally to present key strategic data discovery.
- Supported trade show and event participation, including scheduling, sponsorship and level of participation negotiations, booth, branded promotional materials coordination and event assessment.

Market Research Analyst

ABC Corporation - 2006 - 2009

Responsibilities:

- Key researcher in a USDA project "Strategic Procurement and Marketing Behavior by U.S.
- Food Retailers The Case of Organic Foods";.
- Obtained in-depth knowledge in consumer purchase behavior and marketing strategy Responsibility I Consumer Behavior Study Corrected sample selection bias in truncated data when studying how organic and non-organic buyers approach private label and national brand differently using Heckmans two stage model.
- Results show that both the presence of children in the household and marriage make private label purchases less likely for organic consumers but more likely for nonorganic consumers.
- Conducted research on customer information, sales trends, and demographics to determine effectiveness of marketing efforts and identify new marketing opportunities.
- Provided recommendations about how to expand market, how to target customers, how to promote effectively, and how to make price

CONTACT DETAILS

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SKILLS

Spanish, French,
Microsoft.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

reactions.

- Examined factors that affect consumers choice of when, what, and how much to buy a product Responsibility II Research on Strategic Pricing and Promotion Carried out analyses on price trends and patterns, firm pricing strategies, the relationship between.

Education

Bachelors of Arts in Arts & Science - (George Mason University - Fairfax, VA)