

# James Kelly

## EXPERIENCE

### **Opinions Market Research, New Zealand — Research Manager**

January 2016 - December 2018

#### **Responsibilities:**

Setting up and managing a range of projects from fieldwork to reporting. Scripting surveys and managing sample quotas using QuestionPro. Processing data using Microsoft Excel. Data analysis using Q Research Software. Creating reports to meet client's requirements using Microsoft Word and PowerPoint. Recruiting and managing a team of 30 face-to-face and phone interviewers. Coaching / mentoring new staff. Developing and implementing more efficient processes. Managing a database of respondents. Managing the hiring of Viewing Studio (for focus groups) and meeting rooms.

#### **Software used:**

Q Research Software, QuestionPro, Microsoft Office (Excel, Word, PowerPoint, OneNote)

#### **Skills gained:**

- Field team recruitment
- Field team management including performance reviews
- Improved customer relations
- Project management
- Data analysis - segmentation, key driver analysis
- Report creation
- Creation of macros in VBA to improve efficiency.



Citizen of New Zealand &  
United Kingdom  
Live in Madrid  
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## TECHNICAL AND PROFESSIONAL SKILLS

Scripting using QuestionPro,  
Dimensions, Nebu.

Processing/manipulating data  
using SPSS, Dimensions,  
Surveycraft Excel and Toolbox

Managing large databases

Writing macros (VBA)

Learning:

- Web Development with  
HTML, CSS, Javascript,  
Node.js

- C++

## SOCIAL / COMMUNICATIVE SKILLS

Work well in a team  
environment

Able to work unsupervised

Have been responsible for  
training others with good  
results

**Colmar Brunton, New Zealand — *Data Analyst (January 2013 – June 2014) Intermediate Data Analyst (June 2014 – June 2015) Data Services Training Manager (June 2015 – December 2015)***

January 2013 - December 2015

**Responsibilities:**

Managing a team of 3 people. Scripting surveys (Nebu/Dimensions). Processing and delivering data (using many formats and softwares). Data analysis. Coaching/mentoring new staff. Managing sample quotas. Developing more efficient processes.

**Software used:**

Dimensions (Base Professional, Survey Reporter), Q, SPSS, Nebu, Toolbox, Surveycraft, Excel

**Skills gained:**

- Improved customer relations
- Data analysis
- Project management
- Managing large databases
- Data manipulation
- Writing macros to improve efficiency
- Keen eye for detail

**EDUCATION**

**Ace Training, Auckland, New Zealand**

June 2011

**Relevant Coursework:**

“Writing Queries Using Microsoft SQL Server 2008, Transact-SQL”

**Massey University, Auckland, New Zealand — *Bachelor of Business Studies Degree, majoring in Information Systems***

2005 - 2008

**Relevant Coursework:**

- Programming Fundamentals (A-)
- Systems Analysis and Design (A-)
- User-Centred Design (A-)
- Database Development (A+)

**LANGUAGES**

English native, Spanish B1

**PASTIMES**

Playing and watching football

Learning new skills

Playing and making video games

Reading