

Marketing Analyst Marketing Analyst Marketing Analyst Chicago, IL Innovative business builder with new marketing approaches. My unique skills developed at a start-up company led by CPG executives and at Nielsen with CPG clients. Authorized to work in the US for any employer Work Experience Marketing Analyst Nielsen - Chicago, IL June 2013 to Present Accomplishments #1 Packaged Vegetable Brand Led competitive analysis and uncovered new drivers; unique fresh message and sourcing authenticity. The improved positioning increased awareness by 20%. #1 Packaged Salad Brand - Developed a shopper analysis using Homescan and Spectra to identify a large segment with high index and low ACV. New distribution resulted in 17% increase in penetration. Leading Packaged Fruit Brand Identified optimal package size to appeal to snacking trend and increased sales by 12%. Leading Grocery Retailer Identified the top categories and created effective group merchandising to increase basket size by 7% during the Super Bowl season.

#2 Supermarket Retailer Managed a comprehensive multi-category produce analysis and created a template for on-automated analytic process for timely results. This replaced expensive research with 20% cost reduction. Weekly/Monthly Reports Managed and delivered over 100 ongoing reports in a month. Received several recognitions from management for innovative analysis and timely reporting. Training and Client Service Improved usage and knowledge of Nielsen tools, increasing client engagement by 20%. Operations and Marketing Manager Fresh D'Lite Grill - Geneva, IL August 2010 to May 2013 Opportunity Assessment - Analyzed trends using many syndicated and custom research to identify the white space, concept, marketing plan, and bank presentations to help procure funds in six months. Brand Development Created a unique message using fresh, unpackaged, and artisan to cue healthy in a new way. The improved message created 50% more interest in purchase intent. Business Model Assessed over ten healthy restaurants to identify a more efficient business model (product format, investment, operation, and messaging) that is attractive to investors. P&L Reporting Led the process with an improved P&L format to align food and labor cost with the industry norm. This project brought the labor cost structure close to the lowest cost leader, Chipotle. Innovation Project Teams Managed many multifunctional teams to move projects from concept to commercialization. Received

recognition for improving innovation success rate by over 20%.    New Platform Process    Identified cash cows, dogs, and key drivers with a process that will allow on-going menu rationalization and new platform creation.    Menu & Product Development    Managed all product development and research to create the menu achieving high taste ratings even with lower fat and sodium (8 on a hedonic 10 point scale). IT Applications Security Intern Rexam Beverage Company - Chicago, IL June 2012 to August 2012 World leader in consumer products beverage packaging)    Played a leadership role in implementing different IT authorization process for 3000 employees that improved business efficiency and reduced cost by 20%.    Led a project to interact with Finance and IT to simplify a process using Government Risk Compliance, saving over \$130,000. Education Bachelor of Science in Finance and Management Information Sciences University of Illinois at Chicago - Chicago, IL 2009 to 2013 Additional Information SKILLS MS Excel, PowerPoint, Word, Access, Graphics, and SAP

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