**OBJECTIVE**

Experience in data analysis, project management, and research reporting will add value.

**TECHNICAL SKILLS**

Advanced knowledge in Microsoft Office (Access, Excel, Outlook, PowerPoint, Word), Microsoft SharePoint, Microsoft Visio, Qualtrics, LimeSurvey, and SugarCRM

General knowledge of SPSS, MS SQL Server, MySQL, Tableau

**EXPERIENCE**

**Hansa GCR** – Portland, OR, October 2010 – April 2013

Project Manager

* Managed operations of qualitative and quantitative market research studies.
* Developed data collection specifications and guidelines for project execution and monitoring by project teams and third-party vendors.
* Led programming development of online surveys with the focus to engage new and previous respondents to participate in the studies.
* Analyzed primary data collection results to identify and evaluate trends for gaining consumer insight and opportunities.
* Reviewed data map, data tables, and final presentations for accurate reporting.

**Mountain Measurement, Inc**. – Portland, OR, February 2009 – September 2010

User Experience Manager/Project Manager

* Guided and engaged multiple clients through online subscription process of software-as-a-service product.
* Utilized CRM and MySQL database to manage subscription accounts, client experience, and identify customer segments of software-as-a-service product.
* Conducted quantitative statistical analysis to evaluate effectiveness of marketing communications and account management tasks.

**Cmedia** (a division of R2C Group) – Portland, OR, October 2007 – November 2008

Media Account Coordinator

* Coordinated Direct Response TV advertising campaigns for multiple clients.
* Optimized TV advertising media plans through analysis of consumer response rates and product sales from various spots, content messaging, and forms.
* Analyzed product sales data and telemarketing center recorded calls to identify segments and opportunities for improving customer relationship for clients.

**TMP Directional Marketing** – St. Louis, MO, July 2004 – October 2007

Media Planner

* Created Yellow Pages advertising plans for national client of $20 million per year.

**TMP Directional Marketing** – St. Louis, MO, February 2003 – April 2004

Client Service Representative

* Coordinated Yellow Pages advertising programs for multiple national clients.

**EDUCATION**

**Webster University** –St Louis, MO, December 2006 – MA in Marketing

**Denison University** –Granville, OH**,** May 2001 – BA in Economics with Minor in History