



Laura Vierre
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Career Objective

To obtain a position of Business Development Analyst in a dynamic work environment, where experience and professionalism are valued and required as means for attaining company success.

Summary of Qualifications

- Constantly study and develop in-depth knowledge of industry trends, product line, competition, and services.
- *Involved in ongoing professional training and certification in Business Intelligence and Marketing.*

Certifications

Google AdWords 2015

Google Analytics (GAIQ) 2015

Accomplishments

- Fulfilled competitive analysis metrics for completion of a Fortune 500 company's brand audit.
- Generated countless new business leads by creating and maintaining unique databases and presentations based on customized research.
- Completed necessary research for email campaigns, print campaigns, social media analysis, and other marketing channels for Fortune 100 Company.

Professional Experience

Veolia Energy North America, Philadelphia, PA
Business Development and Marketing Intern

12/13- Current

- Support research and market analysis needs for the company's Municipal & Commercial business.
- Maintain database type information related to target selection criteria, potential community service needs and community trends (population, utility services, finances, employment trends, regulatory compliance).
- Support preparation of client presentation and conference activities.
- Support the sales team with market research and competitive intelligence activities.
- Provided analysis reports for re-branding projects.

CF Motions, Clearwater, FL
Business Research Associate

8/14- 01/15

- Apply high quality qualitative and quantitative expertise through research tailored to each client's needs.

- Support business development staff by meeting strict deadlines for contracted business projects with the United States government.
- Perform market and pricing analysis across numerous industries.

Education

- **MLIS** from Clarion University (2014)
- **BA** in Liberal Studies from Boston University (2012)