

Craig Kopulsky

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(310) 925-7415

6540 El Colegio Road
Apartment 4209
Santa Barbara, CA 93106

Education

Northwestern University

Bachelor of Arts, Major in Economics and Psychology

Evanston, IL, Sept. 2008 - June 2012

Pierce College

Continuing Education

Los Angeles, CA, June 2019 - Dec. 2019

Market Research and Brand Strategy Experience

Freelance Consultant - Market Research and Brand Strategy

March 2018 - Present

- Engaged in freelance projects for four clients including:
- Engaged in ongoing qualitative and quantitative research and analysis and insights synthesis for a client in the vitamins, minerals, and supplements industry
- Analyzed quantitative survey data for key insights and created a report for an airport company in collaboration with a market research supply client
- Negotiated expanding scope of an ongoing research project for a client in the ice cream industry by designing research approach and pricing options and managing communications

BrandIQ

Senior Manager, Brand Strategy and Innovation

Research Manager, Brand Strategy and Innovation

Los Angeles, CA, May 2015 - Feb 2018

Dec. 2016 - Feb. 2018

May 2015 - Dec. 2016

- Managed survey development, programming, data collection, data processing, analysis, and report development for quantitative and qualitative research projects for Fortune 500 clients
- Managed client relationships, communicating key information, and meeting evolving client needs
- Delivered presentations to clients on research findings, key business insights, and recommendations
- Organized and ran immersion experiences for client stakeholders to drive creativity for innovation projects
- Facilitated innovation sessions with clients to drive new product and brand positioning idea generation
- Assisted in BCorp (social and environmental certification) certification process and served as a liaison between BrandIQ and BCorp community
- Created and ran training presentations and procedures on survey design, quality control, data processing and analysis, and statistical software
- Designed a unique, individualized project for a new client in the water sports industry, working with unusual client needs and budget constraints
- Led company's migration to a new data processing and analysis software, enabling the company to move costly outsourced data processing in-house, saving money on every project and increasing project efficiency

Lieberman Research Worldwide, Market Research Manager

Los Angeles, CA, Sept. 2014 - May 2015

Feb. 2013 - Jan. 2014

- Managed all phases of market research studies and analyzed quantitative data for business insights
- Led meetings to obtain client and internal buy-in for key decisions throughout projects
- Trained new employees on program checking, monitoring data collection, and data processing and analysis
- Created best-practices for large database management that was adopted by largest business unit at the company

Lieberman Research Worldwide, Market Research Associate

Los Angeles, CA, Sept. 2012 - Jan. 2013

Lieberman Research Worldwide, Market Research Intern

Chicago, IL, June - Sept. 2011

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Scientific Research Experience

Northwestern University - Psychology Department - Reading and Comprehension Lab, Research Assistant
Evanston, IL, Sept. 2011 - June 2012

- Ran experiments and collected data for Professor David Rapp's research on testing anxiety

Non-profit Consulting Experience

Students Consulting for Non-profit Organizations, Team Lead **Evanston, IL, Sept. 2011 - March 2012**

- Managed team to analyze the Illinois Maternal and Child Health Coalition's core competencies and marketing strategies and made recommendations for organizational restructuring to create a concise brand image
- Standardized training procedures and built online training and operations manual for non-profit Centro Romero
- Developed plan for organizational restructuring and human resource outsourcing for increased efficiency

Campus Catalyst, Community Analyst, Project Manager **Evanston, IL, March - June 2011**

- Analyzed financial data and competitive landscape for non-profit Erasing the Distance
- Developed pricing model for the organization

Other Professional Experience

Camp Hess Kramer, Unit Head **Malibu, CA, June - August 2012, June - August 2014**

- Managed and mentored 30 counselors, planned educational and recreational programs

Camp Hess Kramer, Senior/Leadership Counselor **Malibu, CA, June - August 2007, 2008, 2009, 2010**

Northwestern University Career Services, Career Ambassador **Evanston, IL, Sept. 2010 - March 2012**

- Provided one-on-one job search help, delivered presentations, assisted with event programming and marketing

Cross-Cultural / International Experience

Travel to Europe, Thailand, Laos, Myanmar, Nepal, India, and Vietnam **March 2018 - April 2019**

Travel to Thailand, Laos, Cambodia, Vietnam, Malaysia, and Indonesia **Jan. - May 2014**

Skills and Certifications

Permaculture Design:

Permaculture Design and Natural Building Certificate from Rak Tamachat

Thailand, July 2018

Permaculture Design Certificate from The Permaculture Academy

Los Angeles, CA, March 2017

Health and Wellness:

Yoga Teaching Certification from The Yoga Institute (200 hours)

Mumbai, India, December 2018

Certification in Thai Massage Levels 1 and 2 from Shivagakomarpaj

Chiang Mai, Thailand, August 2018

Certification in Foot Reflexology Massage from Shivagakomarpaj

Chiang Mai, Thailand, March 2019

Computer: Advanced skill with Excel, PowerPoint, SPSS, IBM SPSS Reports for Surveys, Q

Beginning competence with R

Spanish Language: Intermediate skill