

IRENE POLNYI

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Professional Profile

Market Research Project Manager with 4+ years agency experience in evidence-based consulting across a wide variety of industries. Out-of-the-box thinker with a serious appreciation for brilliant business and a keen interest in digital media.

Education

Leonard N. Stern School of Business, New York University

Graduated magna cum laude, Founder's Day Award

Degrees in Economics and Marketing, GPA 3.72

Work Experience

2005 / Present - Penn, Schoen, Berland

Market Research Project Manager (Tech Industry)

- Design and implement tailored research strategies to achieve client goals. Consistently deliver actionable recommendations that produce top results in domestic and international markets
- **Skills:** client proposals and presentation, questionnaire development, quantitative/qualitative research design & methodologies, and data processing. Managing complex, multi-phase, multifaceted projects.
- **Clients:** Intel, Microsoft, Dell, Citigroup, Procter & Gamble, Electronic Arts, SEGA, Lucas Arts, Nestle, Logitech, Wyeth & Condé Nast
- **Most recent projects** (domestic & international): brand reputation tracking, CSR initiatives testing, internal employee communication, product positioning, messaging, product development
- **Other recent projects:** consumer sentiment tracking, consumer segmentation, package testing, concept testing, ad/animations testing, pricing & distribution models

2007 – Stern Consulting Corps (With Mentorship from McKinsey & Co)

- Selected for pilot program for undergraduate Stern Consulting Corps
- Developed 5 year financing/capital investment strategy for nonprofit arts organization, including a targeted business plan and potential public and private grants for property investment

2005 – Medium Arts

Founder and Executive Director

- Founded non-profit arts organization to expose outstanding artists in gallery exhibits, publications and online at mediumnyc.com
- Managed marketing, promotion, event production, website development, publishing, and fundraising
- Exposure through Medium led artists to top contemporary art representation, a book deal & increased sales
- Medium Arts was a finalist in the Social Entrepreneurship Track of Stern Business Plan Competition, 2006

Interests

Digital media, brainstorming, Internet culture, data visualization, reading, learning, the outdoors, wine & urban exploration

Relevant Internships

Starcom MediaVest Group; Leo Burnett; Project Syndicate; Akzo Nobel, Inc; Sachs Communications