

SCIENTIST/ PRODUCT RESEARCHER

Profile

Experienced Scientist/ Product Researcher with years in the industry. Highly motivated, innovative, and passionate about meeting consumer needs to grow the business and its brands. Effective in leading and directing projects from inception to launch while building strong professional relationships.

Skills

- Specializations include: Consumer Insights, Report Writing, Moderating, Facilitating, Science/Lab Training, Data Analysis and Computer Proficient.
- Grow Capability: Innovative, enthusiastic, and passionate scientist/researcher and mentor who believes that people can learn and thrive in a learning environment that is stimulating, comforting and appropriate to their unique talents and abilities.
- Instructional Leadership: Use a balanced blend of motivational, scientific and targeted instruction methodology to communicate innovative ideas using the three R's - rigor, relevancy and relationships.
- Innovates and Reapplies: Work closely with consumers throughout career, repeated successes by creating new products based on analyzing the data from consumer's feedback.
- Ability to communicate or present information, both verbally and written, effectively with all levels of the organization.
- Leverage Resources / Strategic Collaborations: Work closely with marketing, engineers, legal team, and peers to create competitive products to meet consumer needs establishing guidelines and timeliness for projects.

Accomplishments

Launch several brands that boosted company sales by 40% through innovation development.

Streamlined and improved products, which reduce company cost on several initiatives.

Developed new consumer testing tools via consumer research and data analysis to gain closer insight to who are consumer were and understands her needs.

Professional Experience

Scientist/ Product Researcher

August 2011 to Current Fluor Corporation 1/4 Russellville , AR

- Conduct consumer studies and technical research for Beauty Creation Lab (BCL) within the Research and Development department
- Manage, coordinates, , and implements clinical and consumer studies
- Develop study test plans, questioners, reports, presentations, protocols for consumer studies
- Prepares for a consumer study by: recruiting panelists, reviewing study protocols, preparing data sheets to collect data, interview guides, creating surveys
- Performs qualitative and quantitative data collection: microscopy, density scope, chromameter, physiological measurements on hair and hair color, digital photography using advanced equipment (umbrella lights, Nikon D90, Nikon D300s, iMac, Adobe Bridge, Adobe Photoshop), videography, note taking, conducting surveys, In-home studies
- Coordinates with outside resources to design and conduct clinical and/or consumer studies: Spring Grove Labs, Fieldwork Chicago-O'Hare, Visiting the Smiths, Burke, Inc., Revelation, Inc., North Cliff Consultants
- Analyzes qualitative and quantitative data for consumer patterns using: Microsoft Excel, PowerPoint, Word, Survey Monkey, Adobe Photoshop, Windows Live Movie Maker
- Support hair care brand business by conducting consumer studies and technical research to help grow the brand.

Scientist/ Product Researcher

June 2004 to May 2010 PROCTOR & GAMBLE 1/4 City , STATE

- Created new innovative products to enhance the brand by collaborating with marketing, legal team, plant managers, engineers, QA, and project team members.
- Moderated and facilitated focus groups to gain consumer insight.
- Developed test plans, questionnaires and testing protocols to test various initiatives with consumers.
- Kept abreast of external technology, trends, etc. with eye to use in improving current methodologies
- Optimized the use of technology to enhance the accuracy of consumer feedback by infusing the use of varies project software and programs to conduct research, prepare reports and presentations for management.
- Created reports with recommendation in timely manner to management to remain proactive verses competitors and increase the brands sales.
- Developed test plans aligning with SOP's, generated sounds data, made critical observations and analyzed data from varies project software to communicate effectively as project leader.
- Operated with discipline and generated repeatable and accurate test data.
- Remained highly organized with the ability to manage concurrent deadlines and multiple priorities. Highlighted Achievements
- Contributed to a significant increase in sales (NOS).
- Launched several new innovative products and claims as Project leader.
- Lead the competitive action plan for the brand by working with outside sources to obtain key leads on competitive movement.
- Mentored and coached new hires to help boost their confidence and competencies, as evidence by completion of work.

QA/QC

April 2003 to December 2003 THE WORNICK CO 1/4 City , STATE

- Conducted concise pH, viscosity, and basic wet and instrumental testing on military products to ensure the durability.
- Managed and supervised the quality of the products being packaged by frequently extracting products from the assembly line to ensure they were not out-of spec.
- Performed and Conducted drain, net weight, burst and air seal test on products.

Education and Training

B.S. : Mortuary Science , 2002 Cincinnati College of Mortuary Science 1/4 City , State , US B.S., Mortuary Science, Cincinnati College of Mortuary Science, Cincinnati, OH - 2002

B.S. : Biology , 2001 Rust College 1/4 City , State , US B.S., Biology, Rust College, Holly Springs, MS - 2001 Work Study Program-Laboratory Technician Instructor; Assistant to Instructor in lab HIGHLIGHTED PROFESSIONAL EXPERIENCE

Masters : Informatics Walden University Walden University, Masters in Informatics, Online - Ongoing

Presentations

Develop study test plans, questioners, reports, presentations, protocols for consumer studies

Skills

Test Plans, Qa, Testing, Brands Sales, Claims, Consumer Insight, Highly Organized, In Sales, Increase, Leads, Marketing, New Hires, Proactive, Sales, Self Motivated, Very Organized, Adobe Photoshop, Collection, Conducting Surveys, Data Collection, Excel, Hair Care, Imac, Microsoft Excel, Photoshop, Powerpoint, Quantitative, Recruiting, Technical Research, Windows Live Movie Maker, Word, Assembly, Assembly Line, Viscosity, Consumer Insights, Consumer Needs, Data Analysis, Market Insights, Marketing Analysis, Mentor, New Products, Report Writing, Training, Instructor, Laboratory, Laboratory Technician