

ANJANETTE CRAYNOCK

EXPERIENCE

FREELANCE MARKET RESEARCH ANALYST

Upwork, New York, NY / Oct 2019 - Oct 2020

- Developed strategies for gathering market intelligence and managed projects within budgets, schedules, corporate policies, and SOPs.
- Demonstrated interpersonal and communication skills, both written and verbal in order to facilitate decision-making and analytic exchanges.

RESEARCH ANALYST

Horizon Media, New York, NY / Sep 2017 - Sep 2019

- Research head for national video investments departments in charge of managing in-house and client requests, rating runs, projections, impressions reports, cross-platform analyses, demographic analyses, internal presentations, and landscape presentations
- Provided expertise including training on NPower, NNTV, MRI, Comscore, Nielsen Ad Intel, and SMI.
- Developed strategies for gathering market intelligence and kept up to date on the latest methodologies and technology.

RESEARCH ASSISTANT

TVB, New York, NY / Jan 2015 - Sep 2017

- Developed daily/weekly ratings reports, television forecast projections, created impressions reports, and managed the DMA Market Profile website.
- Conducted seasonal marketing research and presentations on the latest ratings, indexes, trend data to support account executives in their presentations/negotiations.
- Developed proficiency in NPower, NNTV, Rentrak, Kantar, MRI, Arianna, Comscore, Emarketer, CMAG/Tableau and Statista

QUALITY ASSURANCE AND ANALYTICS MANAGER

Bryant Answering Service, Miami, FL / Feb 2008 - Dec 2014

- Collected and analyzed raw data into key quantitative and qualitative reports to help increase productivity, identify development areas, and create training materials and curriculums.
- Reviewed, implemented, and maintained company protocols.
- Conducted and facilitated employee and client meetings, created internal expense reports, and maintained professional relationships with company clients.

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EDUCATION

FLATIRON SCHOOL New York, NY

*Certification Data Science
Candidate (Expected graduation
Mar 2021)*

AMERICAN PUBLIC UNIVERSITY Charleston, WV

*Associate in Science (A.S.) Web
Publishing (Dec 2019)*

FLORIDA INTERNATIONAL UNIVERSITY Miami, FL

*Bachelor of Arts (B.A.) Sociology
(May 2014)*

ADDITIONAL SKILLS

Python

SQL

HTML5

CSS

Pyspark

MS Excel

Comscore

Kantar

Nielsen

AdIntel

Google Analytics

MS Word

MS Powerpoint

MS Access

Power BI