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EXPERTISE SKILLS

- consumer research
- qualitative analysis
- quantitative analysis
- brand messaging
- data tracking
- market differentiation

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Business Administration - New York University, 2018

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

BRAND STRATEGY ANALYST

Dynamic Brand Insights Analyst with a solid foundation in consumer research and brand strategy. Proven ability to effectively utilize qualitative and quantitative research methods to uncover insights that drive brand innovation. Expertise in synthesizing complex data into coherent strategies that resonate with target audiences. Highly skilled in cross-functional collaboration, ensuring alignment between brand strategies and business objectives.

PROFESSIONAL EXPERIENCE

NextGen Marketing

Mar 2018 - Present

Brand Strategy Analyst

- Conducted qualitative research to explore consumer attitudes toward brand messaging.
- Utilized data analytics software to track brand performance metrics.
- Collaborated with creative teams to develop campaigns based on consumer insights.
- Presented research findings to stakeholders to inform brand positioning strategies.
- Analyzed competitive positioning to identify areas for brand differentiation.
- Developed consumer personas to guide marketing efforts and product development.

Consumer Trends Research

Dec 2015 - Jan 2018

Junior Brand Analyst

- Assisted in conducting market research to gather consumer insights.
- Analyzed survey data to identify key consumer preferences and trends.
- Supported senior analysts in preparing research reports and presentations.
- Engaged with consumers through focus groups to gather qualitative feedback.
- Utilized statistical tools to analyze data and present findings.
- Maintained databases to track brand performance over time.

ACHIEVEMENTS

- Contributed to a 20% increase in brand engagement through targeted campaigns.
- Awarded 'Best Newcomer' for outstanding performance in brand analysis.
- Successfully developed consumer personas that enhanced marketing targeting accuracy.