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SKILLS

- brand equity analysis
- consumer engagement
- data synthesis
- statistical analysis
- stakeholder presentations
- market research

EDUCATION

BACHELOR OF SCIENCE IN MARKETING -
UNIVERSITY OF FLORIDA, 2016

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Improved client brand strategies leading to a 20% increase in market share.
- Recognized as a top consultant for delivering impactful insights to clients.
- Successfully developed a brand equity framework adopted by multiple clients.

Michael Anderson

BRAND INSIGHTS CONSULTANT

Proactive Brand Insights Analyst with a strong emphasis on brand equity and consumer engagement strategies. Expertise in utilizing comprehensive data analysis techniques to derive insights that enhance brand performance. Demonstrated proficiency in synthesizing data from various sources to inform marketing strategies and product development. Highly skilled in collaborating with marketing teams to create compelling narratives based on consumer insights.

EXPERIENCE

BRAND INSIGHTS CONSULTANT

Strategic Marketing Partners

2016 - Present

- Provided consulting services to brands, focusing on consumer insights and market trends.
- Developed frameworks for analyzing brand equity and consumer perceptions.
- Conducted workshops with clients to enhance their understanding of consumer behavior.
- Utilized advanced statistical tools to derive insights from complex data sets.
- Presented findings to client stakeholders to guide brand strategy development.
- Monitored brand performance metrics to assess the impact of marketing initiatives.

ASSISTANT BRAND ANALYST

Consumer Insights Co.

2014 - 2016

- Supported senior analysts in conducting market research and data analysis.
- Engaged with consumers to gather qualitative insights for brand development.
- Assisted in preparing comprehensive reports and presentations for stakeholders.
- Utilized survey tools to analyze consumer feedback effectively.
- Maintained databases for tracking consumer trends and preferences.
- Collaborated with marketing teams to inform campaign strategies based on insights.