



MICHAEL ANDERSON

MARKET RESEARCH ANALYST

CONTACT

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- San Francisco, CA

SKILLS

- Market Research
- Qualtrics
- Data Analysis
- Consumer Insights
- Project Coordination
- Communication

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN SOCIOLOGY,
UNIVERSITY OF CALIFORNIA, BERKELEY**

ACHIEVEMENTS

- Increased survey participation by 25% through targeted engagement strategies.
- Recognized for excellence in project management with a company-wide award in 2020.
- Developed a new reporting template that reduced turnaround time by 40%.

PROFILE

Analytical and detail-oriented Survey Research Analyst with a strong background in market research and consumer insights, spanning over five years. Known for utilizing advanced methodologies to gather and interpret data that informs strategic business decisions. Exhibits strong proficiency in various statistical software and survey platforms, ensuring precise data collection and analysis.

EXPERIENCE

MARKET RESEARCH ANALYST

Consumer Insights Group

2016 - Present

- Conducted market segmentation studies to identify target demographics for clients.
- Utilized Qualtrics for survey distribution and data collection.
- Analyzed consumer trends and presented actionable insights to marketing teams.
- Collaborated with product development teams to refine offerings based on research findings.
- Developed and maintained client relationships to ensure ongoing project success.
- Managed project timelines and deliverables to meet client expectations.

RESEARCH ASSISTANT

Market Trends Analytics

2014 - 2016

- Assisted in the design and execution of consumer surveys and focus groups.
- Performed data entry and preliminary analysis using Excel and Tableau.
- Supported the development of research reports summarizing key findings.
- Engaged with participants to ensure accurate and reliable data collection.
- Coordinated logistics for focus group sessions, including participant recruitment.
- Maintained organized databases for project tracking and reporting.