MA

MICHAEL ANDERSON

MARKET RESEARCH ANALYST

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Market Research
- Data Analysis
- Tableau
- Survey Design
- Client Communication
- Project Coordination

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING, UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased survey completion rates by 25% through innovative outreach strategies.
- Recognized as Employee of the Month for exceptional project delivery.
- Contributed to a successful product launch based on consumer feedback analysis.

PROFILE

Dedicated Survey Researcher with a strong background in market research and consumer behavior analysis. Over 5 years of experience in the private sector, specializing in developing strategic insights to guide product development and marketing strategies. Proficient in utilizing advanced analytics tools and software to interpret complex data sets, ensuring that client recommendations are data-driven and actionable.

EXPERIENCE

MARKET RESEARCH ANALYST

Consumer Insights Group

2016 - Present

- Conducted consumer surveys to identify market trends and preferences.
- Analyzed data using Tableau, providing visual insights to stakeholders.
- Collaborated with product teams to refine features based on survey feedback.
- Presented key findings in quarterly meetings, enhancing strategic planning.
- Developed and administered online surveys, achieving a 20% increase in response rates.
- Managed vendor relationships to ensure quality in data collection processes.

RESEARCH ASSISTANT

Market Research Institute

2014 - 2016

- Supported senior researchers in designing and executing market surveys.
- Conducted field visits for data collection, ensuring adherence to research protocols.
- Assisted in data entry and preliminary analysis using Excel and SPSS.
- Compiled research reports for clients, summarizing key insights and recommendations.
- Organized focus groups to gather qualitative data for in-depth analysis.
- Maintained project timelines and budgets, reporting progress to management.