MA

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SKILLS

- market analysis
- competitive intelligence
- data translation
- consumer insights
- product alignment
- stakeholder engagement

EDUCATION

BACHELOR OF COMMERCE, UNIVERSITY OF BUSINESS

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Contributed to a 10% increase in market penetration through targeted research initiatives.
- Received commendation for excellence in research quality during internship.
- Played a pivotal role in developing a strategic marketing plan for a new product launch.

Michael Anderson

TRADE RESEARCH SPECIALIST

Experienced Wholesale Trade Researcher with a solid track record in market analysis and competitive intelligence. Expertise in identifying market opportunities and threats through rigorous research methodologies and data analysis. Demonstrated ability to translate complex data into strategic recommendations that support business objectives. Strong communication skills, with a focus on delivering insights that drive stakeholder engagement.

EXPERIENCE

TRADE RESEARCH SPECIALIST

Market Insights Group

2016 - Present

- Executed comprehensive market assessments to identify potential threats and opportunities.
- Analyzed competitor strategies to inform organizational positioning.
- Conducted consumer surveys to gather insights on purchasing behavior.
- Collaborated with product development teams to align research with market needs.
- Utilized data analytics software to enhance the accuracy of research findings.
- Presented research outcomes to executive teams, influencing strategic decisions.

MARKET ANALYST INTERN

Trade Dynamics Corp.

2014 - 2016

- Assisted in the collection of wholesale trade data for market analysis.
- Supported senior analysts in preparing research reports and presentations.
- Conducted preliminary research on industry trends and competitor activities.
- Maintained accurate records of research methodologies used in projects.
- Participated in team meetings to discuss research findings and implications.
- Utilized Excel to manage and analyze data sets effectively.