

# Maxine Curry

## Market Researcher

### AREAS OF EXPERTISE

*Market research techniques*

*Interviewing people*

*Internet research*

*Cold calling*

*Data capture*

*Data mining*

### PROFESSIONAL

*French speaker*

*First Aider*

### PERSONAL SKILLS

*Courteous*

*Polite and friendly*

*'Can do' attitude*

*Attention to detail*

### CONTACT

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Driving license: Yes  
Nationality: British

### PERSONAL SUMMARY

An ambitious individual who works well with others and who has a strong desire to provide the best in class market intelligence for her clients. Maxine aims to continuously improve the research process, from the sources of information used, right through to the transfer of knowledge and the final product quality. She is highly motivated and feels very confident in her ability to approach people. Furthermore, she possesses a professional approach to work, has an excellent telephone manner and is eager to learn new skills.

### WORK EXPERIENCE

#### *Company name – Location*

MARKET RESEARCHER      Jun 2013 – Present

Responsible for gathering important, useful and hard to reach information for clients.

#### *Duties:*

- Identifying those key factors which are likely to drive demand for a client's products or services.
- Engaging with respondents in a knowledgeable, professional and personable manner in order to ensure respondents are happy to be re-contacted.
- Keeping an accurate record of all contact with respondents, results and responses of my interviews.
- Following a script to gather information and data.
- Meeting daily targets to gather a certain amount of information.
- Carrying out telephone, email, internet and face to face market research.
- Providing insight and opinion into markets where required.
- Making outbound calls using an internal company database.
- Collecting seven surveys per hour on average.
- Providing up to date market information to the sales department.

*Company name - Location*      JOB TITLE      Dates (i.e. Aug 2011 – Jun 2013)

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### KEY SKILLS AND COMPETENCIES

- Persistent, polite and professional in gathering information.
- Knowledge and experience of B2B research.
- Willingness and ability to go the extra mile for colleagues.
- High degree of natural intelligence and commercial acumen.
- Comfortable using touchpad technology such as iPads.
- Prepared to travel in order to meet various respondents and clients.

### ACADEMIC QUALIFICATIONS

*Nuneaton University*      **2008 - 2011**  
BSc (Hons)      Sales Management

*Coventry Central College*      **2005 - 2008**  
A levels:  
Maths (A) English (B) Technology (B) Science (C)

**REFERENCES** – Available on request.



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