

Angela White

Market research analyst

AREAS OF EXPERTISE

Market research

Data analysis

Consumer trends

B2B

Competitive Intelligence

B2C

Report writing

Field surveys

Competitor analysis

PROFESSIONAL

German speaker

Diploma in Statistics

PERSONAL SKILLS

Strong analytical thinker

Communication skills

Goals orientated

PERSONAL DETAILS

*Angela White
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

PERSONAL SUMMARY

A results orientated market research analyst with experience of conducting, analysing and interpreting customer, competitor and market intelligence across the marketing spectrum on customer segmentations and product categories. Passionate about providing high quality, cutting edge research and have an understanding of the complex profile of consumers and how business can tap directly into their habits, aspirations and attitudes.

Now looking to continue as a market research analyst with a forward looking company that has ambitions for growth.

WORK EXPERIENCE

Market Research Company – Coventry

MARKET RESEARCH ANALYST June 2008 - Present

Responsible for collecting market data and evaluating information from diverse market sources. Analysing qualitative & quantitative information to support and review new and existing marketing and sales strategies.

Duties:

- Creating and produce market research reports on specific products and markets.
- Making recommendations to senior managers based upon research findings.
- Having to deal with press, trade and customer enquiries.
- Defining target markets and opportunities within them.
- Processing and analysing raw data into reports for senior managers.
- Work with external data suppliers regarding data accuracy and integrity.
- Responsible for the development of client reports on current trends.
- Making sure that methods of data collection are effectively and accurate.
- Designing effective questionnaires based on activity objectives and market knowledge.

KEY SKILLS AND COMPETENCIES

- Can coordinating qualitative research studies like one-on-one or focus groups.
- Confident telephone manner and face to face skills when doing research.
- Comprehensive knowledge of Word, Excel, PowerPoint, and SPSS/SAS.
- Ability to work well with numbers and analyze complex data.
- Following 'best practice' in research design and documentation.
- Knowledge of consumer behaviour and why they buy certain brands.
- In-depth knowledge of market research tools and databases.
- Ability to work in a structured and organised manner.
- Experience of quantitative and qualitative research.
- Confidently communicate market research insights to influence business decisions.

ACADEMIC QUALIFICATIONS

BSc (Hons) Mathematical Science with Statistics

Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)

Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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