

# PREFERRED FULL NAME (PERSONAL PRONOUNS)

Phone | City, State | Email | Updated LinkedIn URL

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## MARKET RESEARCH ANALYST

Master of Science in Marketing professional who is passionate about working with companies to identify optimal marketing strategies. Skilled at data analysis, visualization, and data-driven storytelling. Completes projects with high degree of accuracy and thoroughness. Excels as an individual contributor and in team settings.

Dedoose | SAS | SPSS | Tableau | Microsoft Excel | Microsoft PowerPoint | Microsoft Word  
Ambitious | Intuitive | Meticulous | Reliable | Self-Motivated | Team Player | Fluent in Russian

## EDUCATION:

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### SUFFOLK UNIVERSITY

Boston, MA

#### *Master of Science, Marketing*

Dec. 2016–May 2018

Relevant Courses: Advanced Marketing Analytics, Global Product Innovation, Marketing: Challenge of Managing, Marketing Research for Managers, Qualitative Research & Market Insights, Strategic Marketing

### SAINT PETERSBURG STATE UNIVERSITY

Saint Petersburg, Russia

#### *Bachelor of Arts in Business Administration, Marketing Concentration*

Sep. 2011–May 2016

## PROFESSIONAL EXPERIENCE:

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### BIOGEN

Cambridge, MA

#### *Strategic Marketing Analyst*

Jan. 2018–Present

- Support sales and marketing teams, performing competitive intelligence assessments
- Drive strategic marketing programs to boost revenues, thwart competition, and capitalize on growing trends
- Analyze market opportunities, perform long range planning/modeling, evaluate and position brand, and assess sales performance

#### Market Analysis and Business Intelligence

- Revised national client satisfaction survey producing market-focused and measurable instrument, increasing response rate by 10 percent and delivering higher quality data
- Assessed market need for new laboratory and recommended options within optimal geographies
- Identified service gaps and recommended locations for new manufacturing facilities

#### Corporate Strategic Marketing

- Collaborated with cross-functional team (business development, marketing, sales, finance, operations) to develop three- and five-year strategic plans for Gene Therapy Division
- Delivered market analysis to assess opportunities and recommend three new target areas with best-fit future market dynamics and internal capabilities

#### Brand Positioning

- Conducted brand assessment, relying on national surveys, internal interviews, and secondary research
- Provided recommendations which led to service-improvement strategy, targeting critical customer segments and differentiating Biogen from core competitors

### SUFFOLK UNIVERSITY - OFFICE OF MARKETING AND COMMUNICATIONS

Boston, MA

#### *Marketing Intern*

Sep. 2017–Dec. 2017

- Inventoried and assessed current marketing efforts; assisted with ongoing projects and campaigns
- Provided recommendations on how to reach wider audience and diversify communication methods

#### Social Media

- Wrote original content and published weekly posts on Instagram and Facebook
- Increased LinkedIn connections by 20% through targeted outreach
- Evaluated analytics and determined optimal posting times based on user engagement

#### Email Campaigns

- Utilized Constant Contact to disseminate newsletter to campus community including students, faculty, staff
- Organized text and photo submissions; proofread articles and ensured style and format were consistent