

PREFERRED FULL NAME (PERSONAL PRONOUNS)

Phone | City, State | Email | Updated LinkedIn URL

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:

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:

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