**ALEXEI IVANOV**

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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:

**SUFFOLK UNIVERSITY** Boston, MA

***Master of Science in Marketing*** 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***  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***  Sept. 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