
MARKET ANALYST CV

Below is a sample CV of a Market Analyst where the key qualities for the position are stressed out. Experience with marketing analyst roles in various industries, link-building, campaign management, statistical analysis of products and market trends using various tools (EPOS, SPSS, etc.), and expertise in manipulating data capture systems should be highlighted. Also stress the proficiency in summarising data to generate insight for business operators in various industries. Normally, employers would prefer if you have a degree in Marketing or other related courses. Having a solid employment record as a market analyst is the greatest advantage that should be included in your Market Analyst CV.

Thane Duffy

206 Nunc Rd., Banchory, Kincardineshire, PH2 0SH Date of Birth: November 17th, 1990
Email: [email] Mobile: 07712 283814 Tel: 01465 913945

MY OBJECTIVE:

My goal is to provide business operators with an extensive, research-based framework that will aid them in making marketing decisions geared towards optimum results. Equipped with excellent training, experience, as well as strong strategic, research, and analytical skills, I am positive that this can be achieved. I aim to cover all aspects of the market in conducting studies to generate an all-encompassing picture that will serve as guidelines in developing action plans and strategies. My two years of experience testifies to my competency in conducting credible market studies and offering sound marketing insights. If given the opportunity, I am willing to impart my expertise to the company.

SKILLS:

Highly experienced in performing market analysis
Good knowledge of marketing and business techniques
Working knowledge of data tools and SAP CRM system
Skilled in analyzing customer and competitor data
Ability to develop customer networks to increase businesses
Ability to develop sales promotional activities

QUALIFICATIONS:

BA (Hons) in Marketing University of Abertay	Dundee 2008 – 2011
A-levels: Business Studies, English Language, History, Economics The Working Men's College	Camden 2006 – 2008
GCSEs: Business Studies, English Language, History, Maths Hackney Free CofE Secondary School	Hackney 2001 – 2006

WORK EXPERIENCE:

Nomura Holdings, Inc. Market Analyst	London 2012 – Current
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- Developed positive and productive working relationships with clients.
- Analyzed market trends and accordingly developed sales plan.
- Coordinated with sales team in planning promotional activities.
- Updated market data in CRM system.
- Developed marketing strategies to achieve business objectives.
- Identified new business opportunities to achieve revenue goals.

Miller Maxwell Ltd Market Analyst	London 2011 – 2012
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- Provided marketing insights to business team to increase sales and profit.
 - Coordinated with business team to develop sales plan and financial plan.
 - Identified business risks and recommended corrective actions.
 - Assisted in conducting campaigns and preparing newsletters for outreach activities.
 - Analyzed customer demands, preferences and buying habits to create new marketing strategies.
 - Participated in development of new products to meet customer demands.
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REFERENCES:

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