

MARKET INTELLIGENCE ANALYST RESUME

Job Objective:

A Position as Market Intelligence Analyst.

Highlights of Qualifications:

- Profound knowledge of analytical support, development and database mining
- Possess extensive knowledge in the telecommunications industry
- Ability to build and maintain large databases
- Ability to summarize results in a clear, concise and easy to understand format
- Ability to work on multiple projects and priorities in a fast paced rapidly changing environment
- Ability to learn new technologies and software
- Able to synthesize and summarize the results of analysis

Professional Experience:

Market Intelligence Analyst
Nike, Inc., New York, NY
August 2005 – Present

- Partnered effectively with marketing acquisition teams to determine the optimal mix of marketing tactics.
- Designed the testing environment, analyzed results and summarized key findings in an effective way to senior management.
- Utilized complex data analysis to determine optimal mix of marketing spends in the marketplace.
- Utilized advanced statistical techniques to develop customer propensity models.
- Analyzed and determined customer usage patterns to support product development initiatives.
- Participated actively in survey research projects.
- Provided methodological direction and assistance with sample design.

Market Intelligence Analyst
EMC Corporation, New York, NY
May 2000 – July 2005

- Tracked, recorded and derived recommendations from transactions (M&A), new product development and pricing trends.
- Monitored and developed reporting for energy oil, natural gas and electricity markets.
- Developed and prepared quantitative and qualitative analyses.
- Communicated and delivered presentations to internal team and cross-functional teams.

Education:

Masters Degree in Finance
Arizona State University, Tempe, AZ
Bachelors Degree in Statistics
University of California, Berkeley, CA

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