
Market Research Executive Resume

Job Objective

Seeking a position in which to enhance my career as Market Research Executive by becoming a valued member of your team.

Highlights of Qualifications:

- Extensive experience in market research, b-to-b marketing, business planning, data analysis
- In-depth knowledge of qualitative market research methodologies
- Wide knowledge in International market research and statistical methods
- Proficient in web and media measurement tools e.g. Google Analytics and Radian6
- Strong problem-solving and analytical skills
- Ability to manage multiple projects and deadlines simultaneously

Professional Experience:

Market Research Executive

Gartner, Inc., Elkhart, IN

August 2007 – Present

- Provided ongoing project Support to market research managers and directors.
- Designed and executed market research studies and materials.
- Attended central location fieldwork and moderated qualitative interviews.
- Participated in data analysis and project brainstorming sessions.
- Created presentation for new business development and initiated key account management.

Market Research Executive

Forest Laboratories, Inc., Elkhart, IN

May 2004- July 2007

- Planned and enforced market research strategies complying with stated business objectives.
- Researched and identified cost effective market opportunities for product growth.
- Prepared, organized, and leveraged work products and materials for market and business development purposes.
- Conducted global marketing research and identified market needs.
- Analyzed market share and forecasted relative corporate market positions for various product lines.

Education:

Bachelor's Degree in Business Administration

Cedar Crest College, Allentown, PA

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