
MARKETING RESEARCH ASSISTANT RESUME

Objective:

To obtain the position as Marketing Research Assistant to ensure the smooth and conflicts free functioning of all operations of the organization.

Summary of Skills:

- Remarkable experience in identifying the right tool for research and analysis.
- Profound interest in online marketing
- Excellent energy for the position in an entrepreneurial environment
- Strong verbal, written and analytical skills
- Proficient with Microsoft Office Suite (Word, Excel, PowerPoint)
- Flexible to work beyond regular business shifts

Work Experience:

Marketing Research Assistant
Greenehorne & O'Mara, Inc., Boxboro, MA
August 2005 to till date

- Assisted in developing promotional materials.
- Conducted research, in coordination with the corporate Business Development Office.
- Conducting telephone and email outreach with industry and government contacts.
- Assisted in preparation of internal and client presentations.
- Handled incoming requests from clients.

Marketing Research Assistant
University of Georgia, Boxboro, MA
May 2000 to July 2005

- Researched competitor's products by evaluating product characteristics, market share, pricing and advertising.
- Created reports by analyzing and summarizing collected or compiled data.
- Interacted with potential and real customers to generate customer interest
- Processed New Product Submissions, collecting product descriptions and images.
- Maintained databases of research.
- Coordinated tradeshow and sales promotional and sporting events.

Education:

Associate degree in Marketing
Philadelphia University, Philadelphia, PA

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