



## GLOBAL CONSUMER INSIGHTS | DATA ANALYSIS | ADVANCED MARKET RESEARCH

*High-Tech - CPG - Retail - Entertainment - QSR - Electronics - Pharmaceuticals*

Innovative Senior Research Manager enabling data-driven decision-making with executive-level stakeholders at Fortune 500 firms. Skilled at addressing business requirements, translating research findings, and delivering smart story-telling and compelling presentations. Combines a strong understanding of both technical and business programs to develop streamlined and standardized departmental process. Knows both sides of the table, as a client and vendor.

**Technical Skills: Microsoft Office Suite | R | MarketSight | Qualtrics | SPSS | Tableau**

### KEY STRENGTHS

Strategic Planning | Project and Program Management | Business Analysis | Team Leadership | Data Analysis  
Roadmap Development | Business Intelligence (BI) | Market Research | Actionable Insights | Social Media  
Quantitative & Qualitative Analysis | Communication | Consumer Metrics | Process Improvements

### PROFESSIONAL EXPERIENCE

#### INSTAGRAM | SAN FRANCISCO, CA

##### Market Researcher

**2018 to Present**

Leads strategy and priorities for in-house qualitative and quantitative projects to ensure on-time delivery; actively communicates and engages with stakeholders with focus on Instagram Live and Well-Being. Creates and executes surveys in Qualtrics; gathers and analyses key insights for translation to product recommendations and improvements. Measures house ad campaign effectiveness both domestically and internationally; effectively manipulates large data sets for surveying among Instagram users.

##### Delivered Results

- Led exploratory analysis for Instagram Live among interest-based partner accounts to inform messaging development, positioning and value proposition to be communicated globally.
- Conducted competitive analysis to identify product and marketing opportunities for Instagram Live, and validated demands for new features.

#### MFOUR MOBILE RESEARCH | SAN FRANCISCO, CA

##### Senior Research Consultant, Client Services

**2017 to 2018**

##### Research Manager

**2016 to 2017**

Directly accountable for end-to-end Consumer Insights project management, including client consultations, stakeholder engagement, reporting, and presentations. Supported 10+ clients across key projects. Led strategy for market research, survey design, and custom built quantitative research projects to enable analysis and translation of actionable insights. Served as mentor, trainer, and resource to a team of 8; implemented process improvements and documents best practices on questionnaire writing, SPSS, and Business Intelligence.

***Oversaw mobile in-store intercepts, natural intercepts, exit interviews, and recruit-and-sends.***

##### Delivered Results

- Cultivated strong professional relationships and improved Fortune 100 client partnerships by providing consistently high-quality deliverables, generating significant reinvestment in 2017.
- Regained trust with a Fortune 20 client and earned a second chance to provide value with a complete process overhaul and analytical consulting approach, ultimately driving \$1M+ in new business.
- Managed a global brand study for Disney which analyzed the appeal of a particular product; gained deep-level understanding of client needs and upsold additional services; exceeded client expectations.
- Drove new business and revenue growth by over delivering on a pilot study for HP surrounding consumer engagement at major Festivals (e.g. Coachella); presented analysis and reports to the CMO of HP.

# HOLLY POWER

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## PROFESSIONAL EXPERIENCE

### DEL TACO, LLC | SAN FRANCISCO, CA

#### Consumer Insights Consultant

2013 to 2016

Instrumental leader in the quantitative analysis of regional and national consumer insights; managed a team of 3 employees and actively collaborated with cross-functional teams (New Product Development, Consumer Insights, R&D, Marketing). Partnered with executives and stakeholders to align vision with compelling presentations. Developed key insights to influence national brand strategy, NPS/customer satisfaction scores, and best practices. Managed qualitative focus groups with 50 people; interpreted survey results and refined consumer understanding.

#### Delivered Results

- Optimized 2 new menu platforms by providing consumer feedback on new/existing ingredients and concepts.
- Supported the corporate rebrand by making key recommendations on 30+ new national product offerings.
- Modernized business systems with a full-scale integration of Qualtrics; assessed technical capabilities, tested the pilot, and met project deadline; created custom reports and dashboards to enable program success.
- Developed a multi-criteria recruiting framework for sensory/taste test studies to promote maximum engagement. Spearheaded the development of a macros tool algorithm to increase efficiency.

### IGNITE 360 | SAN FRANCISCO, CA

#### Consumer Insights Consultant

2013 to 2014

Managed workload and priorities across complex qualitative and quantitative projects for global Fortune 10 clients across multiple industries. Owned the project lifecycle from proposal development, client relations, data analysis, and custom reporting; coordinated with third party vendors for focus groups. Defined project schedules, resources, communications, and deadlines. Took over a key project with Starbucks and exceeded client expectations.

#### Delivered Results

- Represented the firm for all day-to-day client communications with General Mills, Starbucks, and Walmart.
- Initiated custom quantitative solutions to pair with qualitative methodologies which drove new revenue generation by enabling greater capabilities within insight capture.

### LIEBERMAN RESEARCH WORLDWIDE | SAN FRANCISCO, CA

#### Senior Research Manager

2009 to 2011

#### Research Manager/Research Associate

2006 to 2009

Led strategic planning and vision to build a high-performance analytics program from the ground-up, while overseeing all client communications. Served as key advisor and consultant from proposal, requirements gathering, and project scope to survey design, analysis, data QA, report development, and presentation. Oversaw all quantitative project phases and ensured projects were delivered on-time and on-budget (\$25k to \$100k). Managed vendor recruiting and relations, focus groups, key stakeholders, and multiple, concurrent projects.

#### Delivered Results

- Effectively managed client relationships and report with global Pharmaceutical, Healthcare, Automotive, and QSR clients across the US, European, and Asian markets (Disney, Exxon, Merck, Clorox, and Scotts).
- Headed a project with a key Pharma company seeking insight to become a primary nationwide supplier; surveyed hard-to-reach people and collaborated to develop an accurate prediction model.
- Recipient of Yeoman Award for exemplary client management, 2009.

## METHODOLOGIES

Needs and Behavioral-based Segmentation | Customer Satisfaction | Tracking | A&U | Adaptive Choice-Based Conjoint | Concept Testing | TURF | Driver's Analysis | Ethnographies | Shop-a-longs | In-store Intercepts | Online Concept Testing | Packaging Tests | Mobile Recruit-and-sends | Hispanic Market Research | Focus Groups

## EDUCATION

**(BS) Bachelor of Science | Physiological Sciences** | University of California, Los Angeles

**Qualtrics Certified Delegate**

Speaks fluent English and intermediate Spanish.