

[First Last Name]

[City, State] | [email@example.com] | [Phone Number] | [LinkedIn URL]

PROFESSIONAL SUMMARY

Detail-oriented **Market Research Analyst** with [X]+ years of experience designing and executing quantitative and qualitative studies to inform data-driven marketing and product decisions. Proven track record turning complex datasets into clear, actionable insights for [B2B/B2C] stakeholders across [industry/industries]. Adept at **survey design, statistical analysis, and data visualization** using tools such as [Excel/SPSS/R/Tableau]. Strong collaborator skilled in presenting findings to non-technical audiences and supporting strategic planning, segmentation, and go-to-market initiatives.

PROFESSIONAL EXPERIENCE

[Senior Market Research Analyst] | [Company Name]

[Month YYYY] – Present | [City, State]

- Led end-to-end market research projects for [product line/segment], designing surveys, discussion guides, and sampling plans that increased response quality by [X]% and reduced project cycle time by [Y] days.
- Analyzed primary and secondary data using [Excel/SPSS/R/Python], delivering insight reports and dashboards in [Tableau/Power BI] that informed pricing, positioning, and targeting decisions, contributing to a [X]% lift in campaign ROI.
- Partnered with marketing, product, and sales teams to translate findings into concrete recommendations, including audience segmentation, messaging optimization, and channel mix, resulting in [X]% improvement in lead conversion for key segments.

[Market Research Analyst] | [Company Name]

[Month YYYY] – [Month YYYY] | [City, State]

- Executed quantitative studies (online surveys, concept tests, brand tracking) and qualitative initiatives (focus groups, in-depth interviews) to assess customer needs, satisfaction, and brand perception across [target markets].
- Cleaned, validated, and modeled large datasets using [Excel/SQL/SPSS], applying techniques such as cross-tabulation, regression, and significance testing to uncover key drivers of customer behavior and purchase intent.
- Created visually compelling presentations and dashboards for senior stakeholders, clearly communicating insights, methodology, and limitations, and supporting strategic decisions on product features, competitive positioning, and market entry.

EDUCATION

[Bachelor of Science in Marketing / Business Analytics / Statistics] | [University Name]

[Month YYYY] – [Month YYYY] | [City, State]

- Relevant coursework: [Marketing Research], [Statistics], [Consumer Behavior], [Data Analysis], [Econometrics].
- Capstone: Conducted a comprehensive market research project for [client/industry], including survey design, data collection, analysis, and presentation of findings to a panel of faculty and industry professionals.

[Certification in Data Analytics / Market Research] | [Institution or Platform]

[Month YYYY] – [Month YYYY]

- Completed modules in [survey methodology], [data visualization], [SQL/R/Python basics], and [applied statistics for business insights].

SKILLS

- Research Methods:** [Quantitative surveys], [Qualitative interviews], [Focus groups], [Usability testing], [Concept and message testing], [Brand tracking]

- **Data & Analytics:** [Excel (advanced)], [SPSS/R/Python], [SQL], [Statistical modeling], [Segmentation], [A/B testing], [Data cleaning & validation]
- **Tools & Platforms:** [Qualtrics/SurveyMonkey], [Tableau/Power BI], [Google Analytics], [CRM/Marketing Automation Platform], [Data visualization tools]
- **Business & Domain:** [Market sizing], [Competitive analysis], [Customer segmentation], [Pricing and elasticity analysis], [Go-to-market support]
- **Communication:** [Insight storytelling], [Executive presentations], [Report writing], [Stakeholder management], [Cross-functional collaboration]
- **Soft Skills:** [Critical thinking], [Attention to detail], [Problem-solving], [Time management], [Adaptability], [Curiosity and continuous learning]

PROJECTS

[Customer Segmentation and Persona Development Project]

[Month YYYY] – [Month YYYY]

- Analyzed survey and transactional data from [X,000+] customers using [R/SPSS/Excel] to identify distinct behavioral and attitudinal segments for a [B2C/B2B] product portfolio.
- Developed [X–Y] customer personas with detailed profiles, needs, and messaging implications, which were adopted by marketing and product teams to guide campaign targeting and roadmap prioritization.

[Market Sizing and Opportunity Assessment]

[Month YYYY] – [Month YYYY]

- Conducted secondary research and built a bottom-up market sizing model for entry into [new geography/vertical], incorporating industry reports, competitor analysis, and customer data.
- Presented findings and scenarios to leadership, highlighting total addressable market, growth projections, and key risks, supporting a go/no-go decision and phased market entry plan.