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| **Elizabeth L. Test**1234 Winton Lane, Anycity, HI 14620-1234**(**517) 123-1234 • test@msu.edu |
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| **Education** |
| **Michigan State University,** East Lansing, MIMaster of Science in Business Analytics GPA: 4.0, GMAT: 800 | **12/2014** |
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| **Cornell University,** Ithaca, NYBachelor of Science in Business Administration, MarketingGPA: 4.0, Honors: Dean’s List all semesters | **5/2010** |
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| **Experience** |
| **Retail Brand Consultants,** East Lansing, MI |
| Senior Business Analyst | **10/2010-12/2013** |
| * Project team leader for a new store concept and consumer reaction mobile research study. Responsibilities included managing the project budget, hiring the field research provider, creating bi-lingual (Spanish) questionnaire, managing project scope.
* Conducted analysis using SPSS including a holiday purchase intention study that will be used to measure year over year trends in the future and a regional value perception study in the Chicago market.
* Successfully utilized Nielsen Spectra data in a regional market study to gain understanding of the millennial generation to develop and identify strategic objectives for the creation of a new research panel.
* Launched a new panel targeted towards the millennial generation outside of traditional store capabilities navigating the project successfully through a matrix organizational environment.

*Research Analyst*  **5/2010-10/2010*** Worked with product development, merchandising, marketing, pricing and customer database teams.
* Performed Category Management functions including studying trial and repeat numbers, exclusivity, brand rationalizing and sku optimization.
* Developed category strategies with Directors and Buyers; including pricing, promoting, marketing and executing.
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| **Research Associates,** Miami, FL |
| Marketing Research Intern | **6/2009-9/2009** |
| Conducted comprehensive strategy assessment and market segmentation analysis for European corporate car-sharing market. Established competitive benchmarking analysis for automotive suspension system clients. |
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| **Leadership** |
| Language: Spanish (Fluent) |
| Professional Associations: American Marketing Association (Club President) |
| Software: SPSS, SAS, R, SQL, Origin, LabVIEW, OriginLab, Access, Python, Java |
| Volunteer: Habitat for Humanity, Group Leader.  |
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