|  |  |  |
| --- | --- | --- |
| **Elizabeth L. Test**1234 Winton Lane, Anycity, HI 14620-1234**(**517) 123-1234 • test@msu.edu | | |
|  | | |
| **Education** | | |
| **Michigan State University,** East Lansing, MI  Master of Science in Business Analytics  GPA: 4.0, GMAT: 800 | | **12/2014** |
|  | | |
| **Cornell University,** Ithaca, NY Bachelor of Science in Business Administration, MarketingGPA: 4.0, Honors: Dean’s List all semesters | | **5/2010** |
|  | | |
| **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. | | |
|  | | |
| **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. | | |
|  | | |
| **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. | | |
|  | | |