Hazle Yolles

Market Research Associate

👤 Profile

Detail-oriented Market Research Associate with 1 year of experience in delivering data-driven insights and conducting comprehensive market analyses. Proficient in quantitative and qualitative research methodologies, data analysis, and presentation. Demonstrated ability to support marketing strategies, identify industry trends, and provide actionable recommendations to drive business growth. Adept at managing multiple projects, collaborating with cross-functional teams, and ensuring timely delivery of accurate results.

💼 Employment History

Market Research Associate at Ipsos Mississippi, MS

Mar 2023 - Present

- Successfully conducted a large-scale consumer behavior study involving over 10,000 participants across Mississippi, resulting in a 25% increase in client acquisition and a 15% growth in revenue for Ipsos Mississippi in 2019.
- Developed and implemented an innovative data analysis framework that streamlined the market research process, reducing project turnaround time by 30% and increasing overall team productivity by 20%.
- Led a cross-functional team of 15 members in a high-profile market segmentation project for a major retail client, delivering actionable insights that informed a targeted marketing strategy and contributed to a 12% increase in the client's sales within six months.

Market Research Assistant at Nielsen Mississippi, MS

Jul 2022 - Jan 2023

- Conducted an in-depth analysis of a regional retail market in Mississippi, identifying key trends and growth opportunities that led to a 15% increase in client sales within a year.
- Successfully streamlined the data collection process for over 200 local businesses, resulting in a 25% reduction in time spent on data entry and a 10% increase in overall efficiency.
- Assisted in the development of a new market segmentation strategy for a major consumer goods client, leading to a 20% improvement in targeted marketing efforts and a 12% uptick in sales.
- Implemented an innovative data visualization tool for presenting complex market research findings to clients, which increased client satisfaction rates by 30% and contributed to a 10% increase in project renewals.

🎓 Education

Bachelor of Business Administration in Marketing at Mississippi State University, Starkville, MS

Aug 2018 - May 2022

Relevant Coursework: Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Advertising and Promotion, Sales

Details

hazle.yolles@gmail.com

(951) 245-2153

123 Magnolia Drive, Jackson, MS 39211

Links

linkedin.com/in/hazleyolles

Skills

SPSS proficiency

Tableau expertise

SQL knowledge

Google Analytics

Qualtrics mastery

R programming

Microsoft Power BI

Languages

English

Russian

Hobbies

Photography

Gardening

Cooking and experimenting with new recipes