

Esthela Ayles

Market Researcher

Profile

Detail-oriented Market Researcher with 1 year of experience in gathering and analyzing data to support business decision-making. Proficient in utilizing various research methodologies and tools to deliver valuable insights and actionable recommendations. Adept at identifying market trends and consumer preferences to drive marketing strategies and boost sales. Strong communication skills with a keen eye for detail, enabling effective collaboration with cross-functional teams.

Employment History

Market Research Analyst at Strategic Demographics, NE

Apr 2023 - Present

- Successfully identified and analyzed market trends for a major client, resulting in a 15% increase in sales and a 12% growth in market share within one year.
- Conducted comprehensive competitor analysis for a local business, leading to the development of targeted marketing strategies that increased customer acquisition by 25% over a six-month period.
- Streamlined data collection and analysis processes at Strategic Demographics, NE, reducing project turnaround times by 20% and increasing overall team productivity by 15%.
- Collaborated with cross-functional teams to develop and launch a new market research product, generating \$500,000 in revenue within the first year and securing contracts with three Fortune 500 companies.

Junior Market Research Analyst at SRI Research, NE

Jul 2022 - Feb 2023

- Successfully identified and analyzed key market trends for a major client in the retail industry, resulting in a 15% increase in their sales within six months.
- Led a team of 4 analysts in conducting comprehensive research on consumer behavior for a leading FMCG brand, which contributed to a 12% growth in their market share in the NE region.
- Developed and presented data-driven insights and recommendations to senior management, influencing the strategic direction of a new product launch that generated \$500,000 in revenue within the first quarter.

Certificates

Professional Researcher Certification (PRC)

Apr 2022

Insights Association's Certificate in Market Research and Analytics

Apr 2021

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📍 123 Elm Street, Omaha, NE 68104

Education

Bachelor of Science in Marketing Research at University of Nebraska-Lincoln, NE

Sep 2018 - May 2022

Relevant Coursework: Marketing Principles, Consumer Behavior, Marketing Analytics, Market Research Methods, Advertising and Promotion, Digital Marketing, Sales Management, and Global Marketing Strategies.

Links

[linkedin.com/in/esthelaayles](https://www.linkedin.com/in/esthelaayles)

Skills

SPSS proficiency

Tableau expertise

Qualtrics mastery

Google Analytics

SQL knowledge

R programming

Python skills

Languages

English

Urdu

Hobbies