

Sylwia Gella

Marketing Research
Analyst

Details

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(474) 241-5455

123 Magnolia St, Jackson, MS 39201

Profile

Detail-oriented Marketing Research Analyst with 1 year of experience in leveraging data-driven insights to drive marketing strategies and optimize business growth. Proficient in quantitative and qualitative research methodologies, data analysis, and trend identification. Demonstrated ability to collaborate effectively with cross-functional teams and communicate complex information clearly. Proven track record of delivering actionable recommendations to enhance marketing campaigns and improve overall performance.

Employment History

Marketing Research Analyst at Nelson Intelligence Solutions, MS

Mar 2023 - Present

- Successfully increased client retention rate by 25% within one year by implementing data-driven marketing strategies and providing actionable insights to clients based on thorough market research and analysis.
- Achieved a 30% reduction in marketing costs for Nelson Intelligence Solutions by streamlining processes, utilizing advanced analytical tools, and optimizing the use of marketing resources, resulting in an annual savings of \$500,000.
- Led a team that designed and executed a highly successful marketing campaign for a major client, resulting in a 20% increase in sales revenue and a 15% growth in market share within six months.

Associate Marketing Research Analyst at Maris, West & Baker Advertising, MS

Jul 2022 - Feb 2023

- Successfully increased client engagement by 35% through the implementation of targeted marketing strategies based on comprehensive research and analysis of customer demographics and preferences.
 - Effectively reduced marketing costs by 20% for a major client campaign by utilizing data-driven insights to optimize advertising channels and allocate resources more efficiently.
 - Led a team of junior analysts to complete a comprehensive market analysis for a client in the healthcare industry, resulting in a 25% increase in brand awareness and a 15% boost in sales within six months.
 - Developed and implemented a new process for analyzing customer feedback, leading to a 50% reduction in response time for addressing customer concerns and a subsequent 10% increase in overall customer satisfaction.
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Education