Rebecah Roddam

Market Research Analyst

✉ rebecah.roddam@gmail.com
📞 (912) 719-9742
📍 123 Maple St, Lexington, KY 40508

Profile

As a Market Research Analyst with over a year of experience, I have demonstrated a strong ability to analyze market trends, collect and interpret data, and provide actionable insights to drive business growth. My expertise in utilizing various research methodologies, statistical tools, and data visualization techniques has enabled me to effectively present findings and recommendations to cross-functional teams and senior management. Throughout my professional journey, I have exhibited a keen eye for detail and a commitment to producing accurate and timely reports, positioning myself as a valuable asset to the organizations I have been a part of. My passion for understanding consumer behavior and market dynamics has fueled my success in delivering impactful and data-driven strategies for businesses.

Employment History

Market Research Analyst at Ipsos Kentucky, KY

Nov 2022 - Present

- Successfully identified a potential market segment for a major client, resulting in a 15% increase in sales and a 10% growth in market share within the first year of implementation.
- Streamlined data analysis processes by implementing advanced data visualization tools, reducing report preparation time by 25% and improving overall efficiency in the team by 20%.
- Conducted a comprehensive competitor analysis for a top client, uncovering actionable insights that led to the development of a new product line, generating an additional $2 million in annual revenue.

Associate Market Research Analyst at Nielsen Scarborough Kentucky, KY

Sep 2022 - Sep 2022

- Successfully increased the response rate of surveys by 15% within six months by implementing a targeted outreach strategy, which involved identifying key demographics and utilizing optimal communication channels for engagement.
- Conducted a comprehensive market analysis for a major client that resulted in a 20% increase in their market share in the Kentucky area, by providing actionable insights on consumer trends, competitor activities, and untapped market segments.
- Streamlined the data analysis process by developing an automated reporting system, which reduced the turnaround time for client reports by 30% and increased overall team productivity.

Certificates

Professional Researcher Certification (PRC)

Nov 2021

Insights Association Certificate in Market Research and Analytics

Education

Bachelor of Science in Marketing Research at University of Kentucky, Lexington, KY

Sep 2017 - May 2022

Relevant Coursework: Marketing Research Methods, Consumer Behavior Analysis, Marketing Analytics, Data Visualization, Quantitative Analysis, Survey Design, and Digital Marketing Strategies.

Links

linkedin.com/in/rebecahroddam

Skills

Data analysis

Market research methodologies

Statistical modeling

Survey design and execution

Data visualization and reporting

Industry knowledge and trend identification

Communication and presentation skills

Languages

English

Dutch