

YOUR NAME
XXX - XXX Chuo-ku, Tokyo, Japan

Tel: (landline and/or mobile) Email: xxxx@kent.ac.uk
Date of birth: Nationality:

Looking for an opportunity to bring enthusiasm and expertise to the forefront of a leading company's marketing research team through marketing analysis. This will result in enhanced and improved business decisions.

Education and qualifications

2004 – 2009 University of XXXX
Degree (BA/BSc/LLB etc) and major
Further details, e.g. modules, actual or predicted degree class, GPA

1998 - 2000 School/college etc (name and town/city)
A-levels or equivalent (subjects and grades)

Work experience **(Example:)**

2009 - present **Market Research Analyst Nov 2009 - Present**
Responsible for collecting market data and evaluating information from diverse market sources. Analyzing qualitative & quantitative information to support and review new and existing marketing and sales strategies.

- Having to deal with press, trade and customer enquiries.
- Defining target markets and opportunities within them.
- Work with external data suppliers regarding data accuracy and integrity.

2001 - 2004 **Market Researcher, LE Data, XXX, XXX, June 2001 - April 2004**
• Administered on-site market research surveys for major corporations
• Performed administrative duties, including training new employees, compiling statistical research results, and managing focus groups
• Designed a strategic business plan and growth forecasts to establish key performance indicators and track results.

2000 - 2001 **Public Relations Intern, X Group, XX XXX, May 2000 - May 2001**
• Served as liaison to major media outlets on behalf of a Fortune 500 corporation
• Responsible for writing press releases, researching and compiling data, coordinating publicity events, and administrative duties
• Worked in a small team to develop strategy for new products and services

Key skills (Example:)

- Computer Skills, Windows, PowerPoint, Word, Lotus Notes and Excel
- Experience of quantitative and qualitative research
- Following 'best practice' in research design and documentation
- English – Upper-level skill in written and spoken

Interests and activities (Example:)

- National Athletic Trainers' Association - Student Member (January 2010 - present)
- Traveling – Exploring exotic countries

References

Available on request.