

Shelley Borrello

Market Research Analyst

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📍 333 Broad St NW, Atlanta, GA 30303

Education

Bachelor of Science in Market Research at Georgia Institute of Technology

Sep 2015 - May 2020

I have learned how to analyze data, understand consumer behavior, and use marketing research to make business decisions.

Links

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

Skills

Market analysis

Data analysis

Research design

Survey design

Qualitative research methods

Quantitative research methods

Languages

English

Bengali

Profile

I am a market research analyst with over 2 years of experience in the industry. I have worked on various projects, both small and large scale, conducting extensive research and analysis to help my clients make well-informed decisions. My skills include primary and secondary research methods, data analysis (using Excel), report writing, presentations, project management, etc. I hold a Bachelor's degree in Economics from XYZ University.

Employment History

Senior Market Research Analyst at Nielsen, GA

Jun 2022 - Present

- Led a team of 5 market research analysts in conducting customer surveys for a new product launch, which resulted in valuable feedback that was used to improve the product.
- Designed and executed a study on consumer behavior that led to increased sales by 3%.
- Researched and wrote a report on industry trends that was well-received by senior management and helped shape company strategy.
- Created a database of potential customers that increased leads by 20%.
- Conducted an analysis of competitor products leading to development of 4 new features for our product line.
- Wrote user manuals for 2 new software programs resulting in decreased support calls by 15%.

Market Research Analyst at ComScore, GA

Aug 2020 - May 2022

- Conducted market research to identify opportunities for new products and services, which led to the development of two successful products.
- Researched and analyzed customer trends, preferences, and needs, which resulted in a 5% increase in customer satisfaction.
- Created detailed reports on findings from market research studies that were used by senior management to make strategic decisions.
- Presented results of market analysis at national conferences, resulting in increased visibility for the company.
- Conducted interviews with customers and industry experts to gather insights into potential areas for growth.
- Wrote proposals for new projects that secured \$1 million in funding.

Certificates

Certified Market Research Professional (CMRP)

Feb 2021

Certified Consumer Insights Professional (CCIP)

May 2019