

JESSE KENDALL

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MARKET RESEARCHER ~ MARKET ANALYST

Analytical and results-driven marketing professional with extensive experience impacting organizational performance through expert research and analysis. Evaluate market and competitive conditions, current and emerging trends, and industry-specific solutions to ensure optimal position in the marketplace. Exceptional strategist analyzing trends and forecasting sales to develop long-term strategies, key objectives, and operations execution plans based on business best practices as well as maximum growth and profitability. Six Sigma certified.

PROFESSIONAL EXPERIENCE

ABC HOMES,

Miami, FL, 20xx – 20xx

Senior Market Analyst/ Market Research

Promoted to a key position to manage market research and development to determine conditions in local, regional, and national areas to maximize the organization's position in the marketplace. Evaluated competitors and reviewed prices, sales, marketing, distribution, products, land purchase negotiations, and financial feasibility to ensure optimal product offerings and elevate market presence. Collected customer demographics, needs/ preferences, and purchasing habits to capitalize on new markets and identify methods to boost product demand. Developed comprehensive reports based on marketing, sales trends, and demographic data analysis.

- Played a key role in redesigning the company's product offerings in response to a quickly changing market by researching the market extensively and developing comprehensive customer profiles.
- Devised strategic methodologies to collect new data. Designed processes to effectively obtain existing data. Enabled immediate response to customer building needs and determined prime building locations.
- Saved the organization significant expense through lucrative land negotiations.
- Liaised with customers, the public, municipal government, and other external sources as a corporate representative.
- Formulated short/ long-term plans and key objectives. Worked out measurable plans of action to ensure success.
- Created the organization's business best practices. Utilized Six Sigma methodologies to streamline operations and boost profitability.
- Provided comprehensive reports for client companies interested in determining presence across the marketplace.

BCD COMMUNICATIONS,

Miami, FL, 20xx – 20xx

Market Analyst, Access Marketing & Affiliate Sales

Conducted comprehensive margin and marketing analysis. Analyzed business cases in support of the pricing

team for renewal and acquisition of voice and data wholesale telecommunications customers. Developed detailed reports for executives within the wholesale business.

- Generated relevant financial information for specific business cases, products, and projects.
- Designed new queries and utilized existing query models to draw relevant customer information for development of financial reports utilized in forecasting, trending, and results analysis.
- Devised an innovative process to prepare detailed board packages based on customer proposal, contract renewal, products and services, negotiations, and financial information.

EDUCATION

XYZ University, Miami, FL | M.S. in Management, 20xx

XYZ State University, Miami, FL | B.B.A., Major: Marketing, Minor: Management, 20xx