

KERRY GROSS

MARKET RESEARCH CONSULTANT

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Survey Design
Programming
Data Analysis
Report Creation

Versatile freelance market research consultant. Expertise in statistical analyses and an eye for visual presentations. Experienced with all stages of the research process: project consultation, survey design, field monitoring and intermediary reporting, data analysis, report creation, and presentations (face-to-face or remote).

PROFESSIONAL EXPERIENCE

DIVERSIFIED COMMUNICATIONS, PORTLAND, ME

2014 - 2015

International media and tradeshow company serving 16 industries in 14 countries. U.S. operations focus on forging business-to-business connections.

Market Research Analyst

Provided in-house market research guidance to various media and tradeshow product teams. Worked closely with team leaders to develop surveys and create research plans. Executed data collection and analyzed results to provide meaningful and timely insights to product teams.

- Regularly led SWOT-format insight sessions, bringing together company VPs and product leaders for strategic discussions
- Developed segmentation of the U.S. seafood market, presented findings to attendees at industry tradeshow with 30,000 visitors
- Nurtured and managed proprietary research panel of administrative professionals

DIGITAL RESEARCH, INC., KENNEBUNK, ME

2012 - 2014

Custom market research firm serving travel and tourism bureaus, retailers of packaged goods, grocery stores, pharmacies, media companies, weight loss programs, and credit card companies.

Market Research Assistant → Associate

Helped business-to-business and business-to-consumer clients answer strategic questions about market positioning. Responsibilities developed from report creation and survey programming to project management, client consultation, and research development.

- Managed internal and external clients on major projects, including a market segmentation of potential travelers for the Maine Office of Tourism
- Developed survey methods to understand complicated consumer decisions about Medicare Part D enrollment

EDUCATION

2015 - 2016

M.A., Sociology, Indiana University

2008 - 2012

B.A., Honors in Sociology, Bates College

OTHER NOTABLES

Avid Adventurer

Mountain biking, orienteering, trekking, traveling

Ski Coach

Camden Snow Bowl, Shawnee Peak Race Team, Paoli Peaks