

# KERRY GROSS

## MARKET RESEARCH CONSULTANT

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*Research Design*  
*Data Collection*  
*Data Analysis*  
*Report Creation*

Versatile freelance market research consultant. Expertise in statistical analyses, with an eye for visual presentations. Experienced with all stages of research, from needs consultation to insight delivery. Focused on providing intelligible results to key project stakeholders.

## PROFESSIONAL EXPERIENCE

### LIMELIGHT ANALYTICS, BLOOMINGTON, IN

*2016 - present*

Research agency specializing in program evaluations for non-profit entities, primarily in education, employment training, and wraparound services.

#### *Freelance Research Analyst*

Contribute design skills and data expertise to evaluations, mainly assessing program progress toward stated goals. Projects often include data analysis, report development, and suggestions for future data collection.

- Redesigned data workflow and report layout for project requiring more than 60 annual reports, emphasizing project efficiency and end-user utilization

### 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 research guidance to media and tradeshow product teams. Worked closely with team leaders to develop surveys and research plans. Provided meaningful and timely insights to product teams. Led SWOT-style strategic discussions with company VPs.

- Developed segmentation of U.S. seafood market, presented findings to attendees at industry tradeshow with 30,000 visitors
- Nurtured proprietary research panel of administrative professionals

### DIGITAL RESEARCH, INC., KENNEBUNK, ME

*2012 - 2014*

Custom market research firm serving B2B and B2C clients in travel and tourism, packaged goods, grocery, pharmacy, and weight loss industries.

#### *Research Assistant → Research Associate*

Responsibilities developed from data analysis and reporting to include project management, client consultation, and research development.

## EDUCATION

*2015 - 2016*

M.A., Sociology, Indiana University

*2008 - 2012*

B.A., Honors in Sociology, Bates College

## OTHER NOTABLES

*Podcast Host*

*Women Who Dare* podcast chronicles Kerry's 5,700 mile cross-country bike ride, featuring interviews she recorded with remarkable women along the way

*Avid Adventurer*

Mountain and road biking, orienteering, trekking, and exploring

*Ski Coach*

Camden Snow Bowl, Shawnee Peak Race Team, Paoli Peaks, Burke Mountain