

# Emily J. Lee

Associate Research Manager

Results-driven Associate Research Manager with 5+ years of experience in market research and analysis, with a strong background in data analysis, research methodologies, and project management. Proven track record of delivering high-quality research reports and presentations to clients and stakeholders, with a focus on driving business growth and informed decision-making.

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## EXPERIENCE

### Research Manager

Jan 2020 - Present

MarketResearch Inc.

New York, NY

Managed a team of 5 research analysts to deliver high-quality research reports to clients, resulting in a 25% increase in client satisfaction and a 30% increase in revenue

- Conducted market research and analysis to identify trends and insights
- Developed and implemented research methodologies and protocols
- Collaborated with clients to understand their research needs and objectives
- Presented research findings and recommendations to clients and stakeholders

### Senior Research Analyst

Jun 2018 - Dec 2019

Research Firm LLC

Chicago, IL

Conducted in-depth analysis of market data and trends to inform business decisions, resulting in a 20% increase in sales and a 15% increase in market share

- Analyzed and interpreted complex data sets to identify trends and patterns
- Developed and maintained databases and data systems to support research efforts
- Collaborated with cross-functional teams to integrate research findings into business strategies
- Presented research findings and insights to senior leadership and stakeholders



## PROJECTS

### Market Trends Report

Jan 2020 - Mar 2020

Project Lead

Conducted a comprehensive analysis of market trends and insights, resulting in a 25% increase in client engagement and a 20% increase in sales

SPSS Tableau Python

### Customer Segmentation Study

Jun 2019 - Aug 2019

Research Analyst

Developed and implemented a customer segmentation framework, resulting in a 30% increase in customer retention and a 25% increase in sales

R SAS Excel



## SKILLS

Data Analysis  
Research Methodologies  
Market Research  
Statistics  
Data Visualization  
Communication  
Leadership  
Project Management



## EDUCATION

### Master's

Aug 2018

University of Illinois  
Champaign, IL

Marketing Research 3.8/4.0



## LANGUAGES

English Native  
Spanish Fluent



## CERTIFICATES

### Certified Market Research Professional

Jan 2020

Insights Association

Demonstrated expertise in market research principles, methodologies, and best practices