**[Market Research Marketing Consultant](https://www.postjobfree.com/resume/ad1jdm/market-research-marketing-brooklyn-ny)**

**Location:**Brooklyn, NY

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**Resume:**

Professional Summary:

I am an experienced Marketing Consultant and Event Manager with over 20 years of bilingual experience. My expertise includes campaign management, vendor and dealer management, budgeting, competition analysis, positioning, messaging, content creation and editing, and event management. I have extensive experience in domestic and Latin American markets, as well as in campaign reporting, client-facing experience, and offer governance. I am proficient in statistical programs, Google Analytics, Salesforce, Marketo, event planning tools, and MS Office.

Technical Experience:

Software/Databases: MS Office, Excel, Word, ID design, Google Analytics

Other Skills: Sales, Marketing, Market Research, Financial Analysis, Product Launching, Client Relationship, Inventory Management, Registrations Management for multiple events

Professional Experience:

VERIZON (contractor) Marketing/Broadcast Production/Events

New York - Feb 2022-Feb 2023

Supported internal Broadcast Promotion & Events Management Team in Marketing.

Managed promotion information in the database platform.

Endorsed Agency production "actuals" and met budget parameters.

Generated and validated reports for spend and savings.

TDX CONSTRUCTION - New York - Mar 2019-April 2021

Worked as a Marketing/Projects Developer/Events Manager.

Conducted cost production projections and product research/price analysis.

Managed invoices, payments, and payroll controls.

Handled business analysis, market research, and communication management.

CG DESIGN & BIG MARY KITCHEN - New York - Feb 2012-Mar 2019

Worked as an independent Marketing Consultant and Events Manager.

Provided strategic positioning and planning guidance to clients.

Developed marketing plans and conducted industry and market research.

Planned and analyzed events, managed demand generation, and supported product launches.

CANON USA - New York - Mar 2009-Dec 2011

Worked as a Product Marketing Specialist with a focus on Latin America Events.

Served as a liaison between Canon U.S.A and Latin American dealers.

Supported sales departments and dealers with information and training.

Created communication content, edited marketing material, and conducted market research.

REUTERS - New York - Jun 2007-Mar 2009

Worked as a Research Analyst, gathering and analyzing market information.

Managed data terms and researched Latin American market trends.

Utilized various data sources and provided accurate research updates.

INTERACTIVE DATA/ICE - New York - Jul 2005-May 2007

Worked as a Market Researcher with a focus on the Latin American market.

Established relationships with Latin American sources of information.

Conducted market research, wrote detailed reports, and served as a liaison.

Responded to internal and external data queries.

SUSAN HOLLAND EVENTS - New York - Oct 1999-Jun 2005

Worked as an Events Manager for a hospitality organization.

Managed purchasing, payables, and inventory control.

Improved inventory management and customer satisfaction.

Implemented cost-effective processes and increased repeat business.

VENEQUIP CATERPILLAR - Venezuela - Mar 1997-May 1998

Worked as a Marketing Manager, managing special events and trade shows.

Developed marketing plans and supported the marketing mix of products and services.

Coordinated advertising, communications, and public relations efforts.

Volunteer Activities:

SAGE: Volunteer working with elderly people (Jul 2011-2013)

BRICKHOUSE ART CENTER: Volunteer monitor (Jan 2005-2013)

Education:

Special Degree in Economy and Social Science from

NYU Henry George School of Economy and Social Science, New York

Bachelor's Degree in Marketing from

Universidad Rafael Belloso Chacín, Venezuela

Associate's Degree in Accounting from

Universidad de Carabobo, Venezuela