# Simone Alvarado

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## My Key Qualifications

- **11 years in consumer and shopper research**, from fieldwork at M/A/R/C Research in 2015 to leading programs at Kenvue today.
- Leads end-to-end programs across **concept testing, brand tracking, U&A studies, and in-home product tests**, including 14 delivered on schedule in the last 24 months.
- Mentors junior researchers on questionnaire writing and reporting: coaching 3 researchers **cut first-round deck revisions from 6 slides to 2** per project.
- **Vendor oversight** across concurrent studies, with tightened in-home test screeners lowering unusable cases from 9 per wave to 3.
- Synthesizes survey findings with **NielsenIQ and Numerator** panel data, informing 5 packaging and messaging decisions for retailer and e-commerce launches.
- Standardized Tableau and Excel tracker templates, **cutting monthly reporting prep from 2 days to 6 hours** for a personal care brand portfolio.
- **SPSS, Qualtrics, and Tableau** daily across all three roles, plus PowerPoint for executive readouts.

## Experience

### **Senior Research Assistant** — **Kenvue**, consumer health and personal care company

Feb 2022 – Present · 4 yrs 9 mos

- Led end-to-end execution of concept tests, brand tracking, usage and attitudes studies, and in-home product tests, translating stakeholder questions into research plans, sample designs, success metrics, and vendor briefs.
- Delivered 14 quantitative and hybrid research programs across concept testing, claims evaluation, and shopper behavior on schedule in 24 months, scoping methodologies, aligning stakeholders, and managing vendor timelines from questionnaire draft through final presentation.
- Synthesized survey findings with NielsenIQ and Numerator panel and syndicated cuts for omnichannel reviews, informing 5 packaging and messaging decisions adopted for retailer and e-commerce launches.
- Standardized Tableau and Excel templates for KPI summaries and brand diagnostics across a personal care brand portfolio, cutting monthly tracker reporting prep from 2 days to 6 hours.
- Strengthened in-home product test data quality across external vendors by tightening screener criteria, reviewing fieldwork checkpoints, and auditing tab plans, lowering unusable respondent cases from 9 per wave to 3.
- Mentored 3 junior researchers on questionnaire writing, data interpretation, and reporting standards through review checklists and coaching tied to active studies, cutting first-round deck revisions from 6 slides per project to 2.

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### **Research Assistant** — **84.51°**, a retail data science and insights company serving consumer brands and merchants

Jan 2018 – Jan 2022 · 4 yrs

- Managed execution support for 11 shopper and concept testing studies, delivering 11 final datasets and readouts within agreed client timelines by coordinating sample vendors, reviewing questionnaires, and tracking milestones across studies.
- Built SPSS and Excel workflows for recurring cross-tab and trend analysis, standardizing syntax, banner layouts, and chart-ready outputs to cut analyst preparation time by 8 hours per study.
- Combined retailer loyalty and survey data for category reviews, linking shopper segments and purchase patterns to attitudinal findings in Tableau, supporting 4 client recommendations adopted in seasonal planning decks.

### **Market Research Analyst** — **M/A/R/C Research**, a custom market research and insights firm

Jun 2015 – Dec 2017 · 2 yrs 6 mos

- Supported online concept tests and usage and attitudes studies for consumer packaged goods clients, contributing to 9 completed studies over 31 months through questionnaire setup, field monitoring, and topline development.
- Analyzed survey data in SPSS and Excel and drafted charts and written summaries for client reports.
- Coded and summarized focus group and IDI findings across 6 qualitative studies, organizing themes for senior researchers and client presentations.

## Education

- **The Ohio State University** — Bachelor of Science in Marketing · 2011 – 2015

## Skills

- **Research Methods:** Consumer Insights, Concept Testing, Brand Tracking, Usage and Attitudes Studies, Shopper Research
- **Analytics & Reporting Tools:** SPSS, Qualtrics, Tableau, Microsoft Excel, NielsenIQ, Numerator
- **Research Operations:** Vendor Management

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