

# Ana Lytical

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Syndicated/qualitative research professional with in-depth, customer service experience across a variety of industries. Successful track record of client retention, strong contract negotiation skills and increased sales through up-sell opportunities and new product development. Specialized experience in analytical category analysis, internal data management and written/verbal client presentations.

## EXPERIENCE

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|---|---------------------------|
| <b>Optany NY</b> , New York, NY<br>Supervisor: Competitive, Automotive Category                   | March 2007--Present       |
| <b>Brewers, Inc.</b> , New York, NY<br>Project Manager  | April 2005 –March 2007    |
| <b>Advertising Tracking Service</b> , New York, NY<br>Vice President                              | August 1999—June 2004     |
| <b>Mesters, Brine and Jackson</b> , New York, NY<br>Director, Competitive Intelligence Department | October 1996—October 1998 |

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### Optany NY

- Manage all client/internal request for competitive information for the Prestige and Mass beauty categories. Primary responsibilities include: keeping client and internal clients apprised on all category movement, competitive, new product development and launches and advertising/marketing efforts.
- Presentations include quarterly verbal presentations, monthly written expenditure reports.

### Advertising Tracking Service

- Retained and increased client base by providing strategic and analytical insight, category knowledge and dedicated customer service and support for over \$2 million in annual revenue. Provided clients with category insight and analysis based on new marketing efforts, product launches, consumer behavior and category shifts.
- Responsible for written proposals, RFPs and programming specifications for custom client reports and deliverables.
- Sole responsibility for delivering sales and training presentations to client and agency contacts.

### Client Service

### Mesters, Brine and Jackson

- Conceived and implemented new agency department responsible for developing strategic marketing recommendations based on the tracking and analysis of competitive activity within the telecommunications industry.
  - Expanded department's role to provide resources and services to other agency departments/clients including Philips and New Business.
  - Analyses formulated utilizing industry intelligence, business developments, consumer insights, and corporate integrated marketing plans (advertising, direct marketing, Internet, and sales).
  - Research results used to create strategic overviews, advertising analysis, corporate speeches, company profiles, territory overviews, newsletters and daily updates.
  - Developed comprehensive business plan to establish departmental objectives, goals, budget guidelines, and staffing requirements.
  - Managed staff of 8.
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**Syndicated and  
Qualitative Market  
Research**

**Optany NY**

- Responsible for accessing data/information from Syndicated reporting resources and Secondary external research, including The Internet and other public resources.

**Brewers, Inc.**

- Managed all aspects of strategic, qualitative market research projects. Responsibilities included client management, custom project design, screener development. Projects included qualitative focus groups and one-on-one interviews.
- Drafted and co-authored and top-line insights and strategic business analyses.

**Advertising Tracking Service**

- Developed new analytical product line designed to provide clients with insightful, proactive information. Product line included:
    - Monthly and quarterly category recap newsletters
    - Advanced alerts on new product launches and marketing efforts
    - Written and verbal custom industry overviews, trends and market insights.
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**Sales**

**Advertising Tracking Service**

- Initiated and implemented new business marketing efforts designed to increase awareness of company, emerge into new markets and generate sales. Product line included tailored analytical alerts, seasonal pushes targeted to key industries and category consultations with agency New Business departments, educating pitch team on new category. Resulted in \$150K new business.
  - Proactively created up-sell opportunities by alerting clients to competitor's new efforts. Resulted in \$5-10K monthly sales.
  - Worked cross-functionality with Sales department to identify new markets, target key accounts and to integrate category insight and knowledge into new business presentations. Helped to revise sales presentations to better communicate company's unique benefits and usefulness.
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**ADDITIONAL POSITIONS**

**RSB**, Account Supervisor, New York, NY

**Peplemovers**, Consumer Insights Producer, New York, NY

**Marge & Weiss** Account Executive, New York, NY

**Yanis & Reichman**, Account Executive, New York, NY

February 1995—April 1996

April 1993—August 1994

January 1992—April 1993

May 1988-January 1992

**EDUCATION**

**University Of Amherst**, Amherst, NY

B.A. English, Concentration: Art