

Jana L. Graham

(703) 333-3333 | Chantilly, VA 20151 | jgraham@xyzmail.com

Marketing / Administration / Data Analysis

Profile

Analytical, detail-oriented professional with MBA and 20 years of experience in marketing and data analysis. History of excelling in dynamic, deadline-driven environments at two Fortune 500 companies. Recognized for ability to manage outside vendors and mentor junior staff. Returning to work after career break and seeking new opportunities in marketing, administration, and data analysis.

Experience

Senior Market Research Analyst

Washington, DC

WXYZ Retirement Corporation

2007 – 2015

Independent financial services nonprofit providing retirement plans and services to \$1M+ public sector accounts.

- Managed 10+ annual quantitative and qualitative research projects executed by outside vendors.
- Performed complex survey research, including sample selection, questionnaire design, coding, analysis, and report writing.
- Conducted ad hoc data analyses for C-level executives, prepared elaborate presentations for Board of Directors quarterly meetings under tight deadlines.
- Trained and supported staff of 4 Junior Research Analysts.

Market Research Executive

Boston, MA

Big Name Company

2005 - 2006

- Managed all phases of consumer research from survey design to field work completion.
- Presented key research project findings and recommendations to management.
- Analyzed monthly syndicated retailer data (market share) and advertisement data.

Retirement Savings Consultant

Boston, MA

ABC National Corporation

2001 – 2004

Fortune 250 company operating multiple insurance and investment management businesses.

- Promoted from Specialist to Analyst to Consultant in three years.
 - Served as a primary consultant to corporate clients and field staff on retirement plans.
 - Reconciled \$5M in client assets in accordance with Generally Accepted Accounting Principles (GAAP).
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Other Experience and Community Leadership

Sales Associate (part-time), REI, 2020-present

ABC Nonprofit, Board Member, 2021-Present

Sunnyside Elementary School, PTA President and e-Newsletter Editor, 2015-2022

Girl Scout Troop 9999, Troup Leader, 2018-2022

Education

MBA, Marketing, Northeastern University, Boston, MA

BA, Computer Science, Indiana University, Bloomington, IN

Technology Skills

Proficient in MS Office Suite (Excel, Word, PowerPoint, Outlook); MS Access; SPSS statistical software; Constant Contact email marketing; social media management (Facebook, Instagram).