

Zara Walters

Consumer Insights Manager

📞 (414) 555-2847 ✉️ zara.walters@example.com

🌐 linkedin.com/example/zarawalters 📍 Milwaukee, WI 53202

STRENGTHS

- 🔍 **Research Design**
Built study plans around real decisions, choosing qualitative or quantitative evidence that gave stakeholders a clearer path forward.
- ♥️ **Data Synthesis**
Joined Nielsen, Circana, tracking, and primary research into one useful story. Quiet details often clarified the larger choice.
- 💬 **Executive Communication**
Turned dense findings into focused readouts that earned confidence from marketing, sales, channel, and leadership partners.
- 👥 **Cross Functional Leadership**
Coordinated brand, customer, channel, and supplier teams across moving studies. Colleagues valued a calm, practical point of view.
- 🔮 **Foresight**
Connected cultural and market signals with beverage occasions and planning questions, giving teams a thoughtful view beyond immediate results.

SKILLS

Consumer Insights

Consumer Research

Qualitative Research

Quantitative Research

Learning Plans

Brand Health Tracking

Behavioral Data Custom Research

Nielsen Circana

Brand Positioning

Campaign Development

SUMMARY

Consumer insights leader with eight years of experience translating consumer behavior, brand health, cultural trends, and **custom research** into decisions for beverage and consumer products businesses. Designs qualitative and quantitative **learning plans** around **strategic marketing questions**, selecting methods that clarify decisions, trade offs, and evidence needs. Integrates Nielsen and Circana datasets, **behavioral data**, tracking programs, and primary research into practical recommendations for positioning, communications, targeting, and portfolio growth. Partners with marketing, sales, channel, customer, leadership, and research supplier teams across concurrent studies. Leads projects independently from hypothesis development through executive synthesis, connecting immediate marketing actions with longer range strategy. Brings an enterprise perspective and thoughtful communication style that can help consumer led organizations turn complex evidence into clear growth choices.

EXPERIENCE

Senior Consumer Insights Manager

Northstar Refreshments 📅 January 2024 to Present 📍 Milwaukee, WI

Leads **consumer learning** across a diversified **beverage portfolio**, connecting research agendas with brand growth, positioning, communications, targeting, innovation, and enterprise planning. Owns supplier partnerships, concurrent study delivery, executive synthesis, and foresight work that gives marketing leaders a coherent view of demand and opportunity.

- Directed beverage learning agendas linking brand growth questions with positioning and innovation decisions.
- Selected qualitative, quantitative, tracking, or behavioral methods after clarifying required decisions.
- Integrated **Nielsen, Circana**, tracking, and primary research into actionable demand insights.
- Guided **campaign development** from concept exploration through evaluation, shaping creative and media implications.
- Built quarterly **foresight** briefs connecting cultural signals with beverage occasions and planning priorities.
- Managed suppliers, budgets, timelines, and executive readouts across concurrent research studies.

Consumer Insights Manager

Harbor & Field Consumer Brands 📅 July 2021 to December 2023 📍 Grand Rapids, MI

Owned learning plans for established and emerging consumer brands, translating ambiguous marketing questions into sequenced research programs. Connected segmentation, interviews, behavioral evidence, tracking, syndicated datasets, and stakeholder dialogue into recommendations that supported brand, sales, channel, and annual planning decisions.

- Owned **learning plans** that converted ambiguous marketing questions into testable research hypotheses.
- Combined segmentation, interviews, behavioral **evidence**, and tracking to refine consumer targets.
- Analyzed **Nielsen** and Circana datasets to separate category effects from brand opportunities.
- Led campaign and message research, giving brand teams evidence for near term execution.
- Presented integrated findings to **marketing, sales**, and channel stakeholders through decision focused narratives.
- Established research briefs and supplier reviews that improved methodology selection and recommendations.

Consumer Research Analyst

Prairie House Foods 📅 June 2019 to June 2021 📍 Des Moines, IA

Trend Analysis

Spanish Intermediate

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MONTHS

- Managed concept, usage, attitude, focus group, and survey research for food initiatives.
- Connected awareness, consideration, and usage shifts with feedback and syndicated evidence.
- Prepared **Nielsen** and Circana analyses across category, segment, channel, and consumer views.
- Developed questionnaires, discussion guides, sampling plans, and analysis frameworks with suppliers.
- Synthesized qualitative themes and quantitative findings for packaging and messaging decisions.
- Coordinated fieldwork, reporting, data quality, and stakeholder alignment across concurrent studies.

- Supported beverage research programs through fieldwork materials, data checks, and structured analysis.
- Built survey tables and coded feedback around needs, attitudes, occasions, and concepts.
- Reviewed respondent data and vendor deliverables before analysis, documenting exceptions clearly.
- Prepared charts and interpretations connecting evidence with positioning and targeting questions.
- Coordinated moderators, sample providers, analysts, and clients against firm deadlines.
- Integrated qualitative observations, quantitative results, and syndicated context into client presentations.

- Recognized by marketing leadership for translating complex consumer evidence into clear brand decisions.
- Received peer recognition for building reusable research briefs and improving supplier collaboration.
- Selected to lead quarterly foresight discussions connecting culture, markets, and beverage growth opportunities.

Coursework: Research methods, social psychology, statistics, consumer behavior

CERTIFICATIONS

- Insights Association Professional Researcher Certification 📅 2024
- Google Analytics Certification 📅 2023

TECHNICAL SKILLS

- **Research Methods:** Qualitative research, Quantitative research, Focus groups
- **Syndicated Data:** Nielsen, Circana, Brand health tracking
- **Primary Research:** Custom research, Surveys, Interviews
- **Consumer Analytics:** Behavioral data, Segmentation, Usage and attitude
- **Brand Strategy:** Brand positioning, Consumer targeting, Portfolio strategy
- **Campaign Research:** Concept testing, Message testing, Communication development
- **Foresight Analysis:** Trend analysis, Cultural analysis, Market analysis
- **Research Planning:** Learning plans, Hypothesis development, Sampling plans
- **Research Delivery:** Discussion guides, Questionnaires, Fieldwork coordination
- **Stakeholder Communication:** Executive storytelling, Presentation development, Written communication

PROFESSIONAL AFFILIATIONS

- Insights Association member, engaged with consumer research practice and professional learning.
- Marketing Research Association participant, connected with research standards and industry perspectives.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST