Market Research Analyst - Analyst Development Program

Ipsos North America - Norwalk, CT

Do you love a good mystery? Feel compelled to seek out the true meaning of things?

Would you like to work with a team of passionate problem-solvers dedicated to bringing research insights and compelling data to life?

If all this sounds good so far, you could be just the person we're looking for.

Ipsos is one of the world's largest market research firms and truly an independent voice among the leading research brands. While many know us for our political polling, the vast majority of our business is in other areas – media & advertising, brand marketing, product innovation, and customer engagement. Ipsos is a prodigious generator of information on the behavior and attitudes of consumers, voters, decision-makers, and the general public on all facets of our culture. Ipsos truly understands the "voice of the people" because we listen to it firsthand every day.

As a Market Research Analyst in our Analyst Development Program, you'll get a chance to work with some of the world's most recognized brands, helping to solve their biggest challenges. You will be an integral part of this exciting work.

The Market Research Analyst is a diverse role ideal for someone ready to:

- Manage survey research projects, within timeline and budgets, including working closely with colleagues in our Operations groups to oversee all operational components of projects;
- Design questionnaires and plan analyses;
- Perform quality checks at various stages of the research to ensure accuracy, and to avoid errors or mistakes;
- Manage the overall project timelines, ensuring that milestones are met and signed off at the various stages of the project execution;
- Analyze and interpret survey results; prepare reports and presentations;
- Develop an understanding of our clients' business issues and the industries in which they operate.

Don't wait! Apply today if you:

- Are awesome.
- Love data, consumer decision-making, and puzzles. If anyone called you a "data scientist" you might want to hug them.
- Can create killer stories in presentations, visually, and in writing.
- Get excited about what makes customers happy
- Have a Bachelor's degree in analytical or insights-focused fields such as economics, marketing, psychology, sociology, statistics, or similar business or liberal arts programs;
- Beyond this, extra points for:

- o Experience with things such as questionnaire design, sampling approaches, and tabulation planning.
  - o Serious MS Skills: MS Office is your friend – you are proficient in Excel and PowerPoint.
- Strong organizational, multi-tasking, decision-making, and problem-solving abilities along with an analytical aptitude, inquisitive nature, and a passion for uncovering insights;
- Experience working with survey applications a plus (such as Qualtrics, Google Consumer Surveys, etc.);
- Background and/or familiarity with quantitative and/or qualitative research methodologies;
- Proficiency in Microsoft Office (Excel, Access, Word and PowerPoint) including the ability to use macros to increase efficiency in Excel and PowerPoint.

Share our passion. Share our success. Join us in being an **#IpsosGameChanger**.

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October 1, 20**

Staffing Manager
Ipsos
301 Merritt, 4th Floor
Norwalk, CT 06851

Dear Ipsos Staffing Manager:

As a skilled data analyst and strong communicator, it is with enthusiasm that I apply for the Market Research Analyst position at Ipsos. A discussion last week with [Staff Member], who notified me of this opening upon meeting at the University of Connecticut's Career Fair, revealed that Ipsos' company climate and values resonate with my personality and professional goals. Ipsos' emphasis on curiosity, learning, and collaboration; commitment to volunteering; and interest in global social impact through the Ipsos Foundation make it my ideal company to work for. My skills in written communication, analysis, and teamwork would make me an asset to the team and contribute to Ipsos' mission.

Working as a research assistant allowed me to gain experience in collecting, analyzing, and summarizing data for multiple ongoing studies. I was able to expand my familiarity with using advanced functions of Microsoft Excel in order to produce data reports to meet the specifications of the principal investigator, as well as to use Qualtrics to send surveys to study participants. The collaborative research team worked to gather sufficient data to demonstrate predictable trends and held weekly lab meetings in order to contribute these findings and discuss potential implications of the study. The results were successfully published in multiple journal articles. Additionally, I contributed to designing a PowerPoint with my findings and co-presented these results with graduate students at an annual UConn research symposium. Engaging in research projects at Ipsos would further strengthen my investigative skills and knowledge of research methodology.

My position as a Resident Assistant (RA) improved my teamwork and communication skills through collaboration with coworkers and supervisors in order to manage the residence hall and ensure the health and safety of residents. Due to my commitment to fostering a positive community, I developed a survey for residents to communicate their interests in various monthly activities, utilized results to plan programs indicated as being of most interest, and collaborated with all building RAs to execute these activities smoothly. When developing relationships with residents and working closely with the Resident Director, it was apparent that strong communication skills are necessary to navigate difficult situations while demonstrating respect and courtesy for those involved. These abilities would support me in understanding clients across industries as an analyst at Ipsos.

I look forward to demonstrating how I can utilize these skills to contribute to Ipsos as a Market Research Analyst and am excited to learn more about both the company and the role in a future conversation with you. Please feel free to contact me at the information listed above if you have any additional questions.

Sincerely,

FirstName LastName

NOTES

If you cannot determine the name of the individual to whom you will be sending your application, utilizing "staffing manager" or "hiring manager" is acceptable in its place.

Here, you can cite a specific staff member with whom you have spoken about the position or by whom you have been referred to the company.

This sentence demonstrates that the applicant has done their research about the company and feel it is a good fit for their personal values. These are highlighted on the company's website.

The final sentence of your opening paragraph should preview for the reader what they are going to find out about your professional qualifications in the body of the letter.

The job description states that qualified candidates should be able to design questionnaires and analyze data from survey results. Showcasing these technical skills aligns with their posting.

Again, the job posting states that the role requires applicants to prepare reports and presentations. Showing experience in this area and referencing specific platforms makes a strong case for the student's candidacy.

This is an important skill to show, although not listed under the job requirements, because this company tells applicants that they are dedicated to working with clients and making customers happy.

The closing should succinctly restate your interest and express that you hope to meet them in an

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Objective
Seeking a business analyst position with Ipsos emphasizing strong computational, analytical, and customer service skills

Education
University of Connecticut, Storrs, CT
Bachelor of Science, Psychological Sciences, May 20XX
Minor: Statistics
GPA: #.##/4.00
Honors: Dean's List, May 20XX; New England Scholar, December 20XX; Nutmeg Scholar, May 20XX

Skills
Computer: Microsoft Access, Excel, PowerPoint, Word; Qualtrics
Software: R, SAS, SPSS, SQL, Tableau

Research Experience
Department of Psychological Sciences, University of Connecticut, Storrs, CT
Student Research Assistant, August 20XX-Present
- Research and compare study skills of first-year undergraduate and first-year graduate students to analyze the effects of certain study habits on GPA
- Screen participants and distribute appropriate surveys to qualified, approved students
- Collect data, code responses, and input data into Microsoft Excel spreadsheets for accurate analysis; results generated into a report for Principle Investigator

Related Experience
Residential Life, University of Connecticut, Storrs, CT
Resident Assistant, August 20XX-Present
- Organize and promote community development through establishing engaging, student-selected programming
- Provide community members with support and resources to build relationships and maintain safety
- Deliver administrative reports for incidents, maintenance, and inspections on a timely basis to Resident Director
- Collaborate with faculty, staff, residents, and coworkers to support the community and plan events

UConn Foundation, University of Connecticut, Storrs, CT
Phonathon Caller, September 20XX-May 20XX
- Contacted prior donors and potential supporters of the university and educated about UConn's needs to increase participation in annual gifting by, thereby raising money for scholarships, Deans funds, the arts, and athletics
- Awarded Top Fundraiser status within first 3 months of start date by soliciting funds from 45 new contributors

Student Support Services, UConn, Storrs, CT
Peer Advisor, August 20XX-May20XX
- Advised six incoming first-year students utilizing knowledge of campus resources and relationship-building skills to provide support during the transition and acclimation to college life in both one-on-one and group meetings

Leadership Experience
Psi Chi (National Honor Society in Psychology), UConn, Storrs, CT
President, January 20XX-Present; *Member*, April 20XX-Present
- Oversee and coordinate monthly meetings of 50+ psychological sciences student members
- Schedule four professionals and alumni to speak to members each semester about career options related to psychological sciences, including graduate school and industry variations

Volunteer Experience
Holy Family Home and Shelter, Willimantic, CT