

## SUMMARY

Experienced Market Research Analyst skilled in survey coordination and execution demonstrated over 20 years of industry success. Organized Event Coordinator with experience overseeing and coordinating events. Well-versed in booking venues and negotiating terms and conditions. In addition, I have excellent communication skills and value the art of communication, compromise and integrity.

## SKILLS

- Client Relationship Management
- Documentation and Reporting
- Verbal and Written Communication
- Customer Service
- Sales and Marketing
- Focus and Follow-Through

## EXPERIENCE

### **BUSINESS OWNER/OPERATOR** | 06/2004 to Current **Goodratings Research - Boise, ID**

- Create surveys to discover customer preferences.
- Used statistical software to log and evaluate data trends.
- Collected and reported on customer demographics, and preferences to help marketing teams target strategies.
- Interpreted and presented data to company management using charts, graphs and spreadsheets.
- Resolved issues quickly through meticulous research and quick decision-making.
- Managed operations budgeting, accounts payable and accounts receivable and payroll.
- Established favorable relationships with vendors and contractors, facilitating contract negotiation and development of marketing and sales strategies.
- Helped with end-to-end event planning process through meetings, walk-throughs and day-of execution.
- Organized event facility, food and beverage selections and audio-visual arrangements.

### **FINANCE AND PAYROLL MANAGER** | 03/2012 to Current **Advantage Early Learning Centers - Meridian, ID**

- Managed payroll for temporary, hourly and salaried employees.
- Established employee payroll files and updated existing files with new information.
- Onboarded new employees in time reporting and payroll systems.
- Managed weekly payroll duties and submitted data to payroll contractor.
- Analyzed invoice and expense reports, identified variances and researched issues to correct problems and maintain financial compliance.
- Reconciled monthly statements and transactions to keep records accurate and current.
- Coded invoices and other records to maintain organized and accurate records.