

# CARLIE WATROUS

## SUMMARY

Diligent Market Research Analyst skilled in survey coordination and execution demonstrated over 20 years of industry success. Strategic and collaborative with networking expertise and proven history of building solid professional partnerships. Organized Event Coordinator with 20 years of comprehensive experience overseeing and coordinating various events. Well-versed in booking venues and negotiating terms and conditions..

## EXPERIENCE

### Small Business Manager

*Advantage Early Learning Centers | Meridian, ID | March 2012 - Current*

- 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.

### Business Owner/Operator

*Goodratings Research | Boise, ID | March 2006 - Current*

- Created surveys to discover customer preferences.
- Used market research to develop action plans regarding product introductions, modifications and campaigns.
- Used statistical software to log and evaluate data trends.
- Researched client industry and marketing trends while forecasting company and product needs.
- Interpreted and presented data to company management using charts, graphs and spreadsheets.
- Collected and reported on customer demographics, preferences and buying habits to help marketing teams target strategies.
- Kept records for production, inventory, income and expenses.
- Determined pricing for products or services based on costs and competition.
- 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.

## CONTACT

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📍 Boise, ID 83709

## SKILLS

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