

JESSICA S. GROSS

I'm an experienced Market Researcher with a deep understanding of marketing principles and strategies and an ability to quickly understand a client's industry and unique business issues. With the client's needs in mind, I enjoy uncovering insights throughout the research process and communicating these insights in ways that bring the research to life.

KEY ACCOMPLISHMENTS

- As the second employee hired at in4mation insights, used entrepreneurial skills and served in multiple roles to support the firm's growth from a staff of four to a team of 25
- Wrote winning proposal for major strategic segmentation initiative, managed the project on-time and on-budget, and delivered results that delighted the client and drove the client's organizational strategy

EXPERIENCE

Customer Insights and Experience Strategist April 2013 – Present
Aquent/Vitamin T Boston, MA

- Work closely with senior management to translate key business questions into research projects
- Create screening criteria; write research protocols and surveys; participate in field interviews
- Analyze data and develop research presentations and worksessions to communicate insights, recommendations, and next steps
- Serve as voice of the customer on senior-level product team

Associate Director, Client Service March 2011 – March 2013
in4mation insights Needham, MA

- Managed all day-to-day aspects of custom research studies from survey design through report development and presentation
- Served as point person for communicating with clients and suppliers and as liaison between these groups and internal project teams
- Managed all administrative aspects of projects, including budgets and timelines
- Supported business development efforts, including writing proposals and customizing pitch decks and marketing collateral

Market Research Analyst, Client Service June 2008 – March 2011
in4mation insights Needham, MA

- Assisted senior members of team in project management from kick-off through report delivery
- Coordinated and communicated with internal team and suppliers; responded to client inquiries
- Managed project schedules and deadlines to ensure timely submission of deliverables
- Assisted in developing proposals and pitch decks

EDUCATION

UX Certificate (Expected 2015), 4.0 GPA
Bentley University, Waltham, MA

B.S. Marketing, 3.7 GPA
Stern School of Business, New York University, New York, NY

The Winsor School, Boston, MA

SKILLS

- Competitive Analysis
- Focus Groups
- Interviews
- Maximum-Difference Scaling
- Observation
- Online Communities
- Personas
- Prototyping
- Segmentation
- Surveys & Moderators Guides
- Task Analysis
- Usability Testing

COURSES

User Experience

- Human Factors
- Managing a UX Development Process
- Prototyping
- Field Methods
- Creating Persuasion and Influence in Organizations
- User and Task Analysis
- Beyond Usability
- On the Go: UX for Mobile Devices

Marketing

- Market Research
- Consumer Behavior
- Marketing Strategy
- International Marketing