



Director of Consumer Insights – Marketing Agency

SALARY RANGE (2017): \$108,000–\$137,000

My job is about transforming customer data and information into a competitive advantage for our clients. In the Google age, information is a commodity; everyone has it but very few know how to use it to drive their growth. My team’s work helps our clients to make better business decisions based on valid evidence, not only isolated anecdotes. Our expert analytics and findings create insight into the future. I’m part statistician, part anthropologist and all storyteller. My ability to blend the worlds of numbers and emotion is my currency.

The Tip: Your school major will not differentiate you academically, but your minor can. Pick your minors with a clear intention of signaling interest and expertise.

PRIORITY KNOWLEDGE AND SKILLS:

<p>Strategic Marketing</p> <ul style="list-style-type: none"> • Develop & execute a positioning strategy • Develop & execute a brand strategy • Conduct a competitive analysis • Conduct an environmental scan • Develop & apply a segmentation strategy <p>Research & Insight</p> <ul style="list-style-type: none"> • Demonstrate empathy & curiosity • Leverage contextual knowledge • Ability to analyze data • Leverage research to support consumer insights • Presentation & report-writing skills • Use analytics tools 	<p>Product management</p> <ul style="list-style-type: none"> • Measure return on investment (ROI) • Manage a budget • Manage projects <p>Sales & Channel Management</p> <ul style="list-style-type: none"> • Conduct sales presentations <p>Communications & Branding</p> <ul style="list-style-type: none"> • Develop & execute a media plan • Sponsorship & community investment • Leverage earned media • Leverage event & experiential marketing • Leverage influencer marketing • Develop a promotional strategy • Knowledge of media psychology • Apply marketing within a CSR framework
--	---

BUILDING BLOCK EXPERIENCES:

<p>Education & Learning:</p> <ul style="list-style-type: none"> • Bachelor of Arts (psychology) with minors in statistics and business • Master of Science (marketing) • Completed AMA Digital Marketing eLearning Certificate Module • VP of local chapter of Toastmasters • Became TED Fellow 	<p>When it comes to numbers and data analytics, people trust credentials. This required me to spend more time in a classroom. But once I had the credentials, plus deep experience, I became both unique and valuable. I’m part analytics guru, part anthropologist, part salesperson. To be great, I need to persuade senior people to take action on my recommendations because if they don’t, I’m just another data nerd.</p>
<p>Employment Experiences:</p> <ul style="list-style-type: none"> • Worked as a bartender during university • Experiential marketing experience from summer jobs • Pursued sales position out of university to understand role of data and metrics 	<p>Front-line experience interacting with real customers (e.g. hospitality, promotions) early in my career offered a lens into consumer psychology. I love analytics and evidence, which led me into data-driven decision-making roles. This gave me expertise in using data to persuade</p>

<ul style="list-style-type: none"> • Transitioned to a corporate marketing analytics position five years into career • Transitioned to agency in year 10 to apply both marketing and analytical skills in advising clients 	<p>and influence decisions. After a decade on the corporate side, I had the skills and legitimacy to move agency side to advise diverse clients on the role of evidence-based decision-making.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • President of analytics club in university • Alumni mentor following graduation • Involved in local TEDx for nine years, including two years as board chair 	<p>Real-world experience opened me up to people, stakeholders, responsibilities, and industries. I got out early and often and met different people with different perspectives. I found that making a difference in my community made a giant difference to my career trajectory.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • President of the debate club in university 	<p>My debate experience developed the core skill of how to structure a persuasive, evidence-based argument. This experience, combined with my love for analytics, was foundational to my career.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • Inquisitive personality contributed to proactive networking and pursuing diverse career mentors (at all levels) 	<p>I built relationships with senior stakeholders early on. I found people naturally like to share their knowledge and impact others, so I made sure they knew the difference they made to me.</p>