# Work-Study Position: Market Research Analyst

**Skills:**
- Analytical
- Computer
- Data Management
- Quantitative
- Excel and other statistical software packages
- Oral and written communication

**Number of Vacancies:** 2

**Position Description:**
Under the direction of the Principal Investigator and Co-Investigator, the Analyst will be responsible for analyzing data sets that study how politicians design campaigns to help them win elections. In particular, we plan to investigate how publicity, positive or negative (e.g., scandals), can affect a politician's probability of winning an election. The analyst will collect and analyze data on advertising, media coverage, polling and voting outcomes, and perform basic statistical analysis, in order to understand the relative importance of different factors that can lead to a successful political campaign. Results will be presented in a final report.

**Degree:**
• Bachelors Level

**Discipline:**
- Actuarial Science
- Commerce/Business
- Computer Science
- Economics
- Social Sciences
- Statistics
- Political Science

**Hours of work available/week:** 12

**How to apply:**
- **Email:** professorsample@rotman.utoronto.ca
- Resume and cover letter

**Employer/Contact Information**
Organization: U OF T - JOSEPH L. ROTMAN SCHOOL OF MANAGEMENT
Contact: Prof. John Sample, Assistant Professor

**Address:**
Rotman School of Management
105 St. George Street
Toronto, ON
M5S 3E6

Source: Career Centre Online

# Henry Wong

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September 15, 2021

Professor J. Sample
U of T – JOSEPH L. ROTMAN SCHOOL OF MANAGEMENT
105 St. George Street
Toronto, ON
M5S 3E6

Dear Professor Sample:

Please accept my resume and cover letter as my application for the position of Market Research Analyst advertised on the Career Centre website.  I was excited to see this position because of my interest in both market research and in the political election process.  I feel that the knowledge acquired in my economics courses and my experience developing and analyzing a marketing campaign have provided me with the skills required to be successful in this position.

Having completed both level 1 and 2 of Quantitative Methods in my Economics program at the University of Toronto Scarborough (UTSC), I have developed a strong interest in researching and managing data and translating it into meaningful reports.  I am very comfortable learning and using different computer programs including Excel and statistical software packages having used SPSS and Minitab in my courses.  Also, my Creative Writing course has enhanced my writing skills which I applied in producing reports for course assignments and in my position as Marketing Assistant, as indicated below.

During my position as a Marketing Assistant at the UTSC Academic Advising & Career Centre (AA&CC), I was given the challenging assignment of designing a survey to assess students' career and employment needs and to implement a marketing campaign to encourage them to complete the survey.  Using my strong analytical skills, I organized and analyzed the survey data in a report.  As a result of the report, additional workshops and programs were implemented by AA&CC staff to fulfill the needs of the students.

The Market Research Analyst position requires someone with strong analytical and computer skills who enjoys working with data and numbers and can translate the results into a meaningful report.  I believe I have these skills with the added benefit of having a keen interest in the political election process.  Thank you for reviewing my application; I look forward to discussing my suitability further in an interview.

Sincerely,

Henry Wong

# Henry Wong

416-123-4567 | hewong@mail.utoronto.ca | LinkedIn: @Henry Wong

## SUMMARY OF QUALIFICATIONS
- Excellent analytical skills developed through projects in both Quantitative Methods courses resulting in a 4.0 GPA
- Detail orientation and commitment to accuracy demonstrated when improving over 800 students' campus experience as Marketing Assistant
- Exceptional oral and written communication developed by public presentation for promotion purposes
- Proficient in Excel and comfortable using statistical software programs (SAS, SPSS)

## EDUCATION
**Honours Bachelor of Arts; Double Major in Economics and Psychology**        Sept. 2019 – Present
*University of Toronto Scarborough*
- Relevant Courses: Quantitative Methods 1&2; Public Decision Making; Creative Writing

## PROFESSIONAL EXPERIENCES
**Marketing Assistant**                                                                                         Sept. 2020 – Apr. 2021
*Academic Advising & Career Centre, University of Toronto Scarborough (UTSC)*
- Managed an online research program while designing all relevant survey materials; with heavy promotion to students at campaign blitzes offering free refreshments and prize incentives for participation result in over 800 completed surveys
- Lead a team of 4 members in determining how to best meet the career and employment needs of UTSC students by developing and implementing marketing campaigns
- Analyzed survey data and prepared a report highlighting findings resulting in additional programs being offered to meet over 12,000 undergraduate student needs
- Marketed services and events through in-class presentations of up to 500 students to increase awareness of Academic Advising & Career Centre services

**Academic Programmer & Promoter**                                                             Sept. 2019 – Apr. 2020
*Student Housing & Residence Life, University of Toronto Scarborough*
- Promoted a range of campus resources and supports over 500 students with appropriates referrals
- Arranged and presented for over 10 workshops for residence students by polling and research their needs and wants
- Provided academic support to residences students while tracking common issues and collaborating them to the Directors in seeking for practical solutions

## ADDITIONAL EXPERIENCE                                                                         Sept. 2020 – Present
**Sales Associate,** *Future Shop*
- Market 20 different merchandise to customers and routinely exceed sales quotas from 10% to 25%
- Respond promptly to over 100 customers' inquiries regarding to products, sales, warranty and return policies
- Handle financial transactions (cash, debit, credit) in an efficient manner in saving 10% of process time
- Provide excellent service to all customers to ensure customer satisfaction and loyalty

**Polling Station Assistant,** *Provincial Election Day*                                          Oct. 6, 2020
- Explained voting process to over 1000 voters ensuring that voting regulations were followed
- Coordinated with polling station staff member while closely followed election results

**Volunteer Digitization Assistant,** *University of Toronto Scarborough Library*        May. 2020 – Aug. 2020
- Demonstrated advance Adobe Photoshop editing skills by cropping and manipulating over 50 files
- Collaborated with four other students and staff in a team to complete all tasks on time

## EXTRACURRICULAR EXPERIENCE
**MESA member** (Management & Economics Student Association), *UTSC*        Sept. 2021 – Present
- Attended monthly networking events and contributed topic ideas for future events