

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 Learning Network

Henry Wong

12 Anyway Street, Toronto, ON M1P 2P3 416-123-4567 hewong@mail.utoronto.ca

September 10, 20XX

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

12 Anyway Street, Toronto, ON M1P 2P3 416-123-4567 hewong@mail.utoronto.ca

ANALYST AND MARKETING PROFESSIONAL

- Excellent analytical skills developed in Quantitative Methods courses and through student project
- Detail orientation and commitment to accuracy demonstrated in data analysis roles
- Exceptional oral and written communication and presentation skills developed through class presentations and through marketing and promotion positions
- Proficient in Excel; comfortable using statistical software programs; familiar with SAS and SPSS

EDUCATION

Honours Bachelor of Arts; Double Major in Economics and Psychology Sept. 20XX – present
University of Toronto Scarborough

- Relevant Courses: Quantitative Methods 1 and 2; Public Decision Making; Creative Writing

RELEVANT EXPERIENCE

Marketing Assistant Sept. 20XX – Apr. 20XX
Academic Advising & Career Centre, University of Toronto Scarborough (UTSC)

- Developed and implemented marketing campaign, along with another team member, to determine how to best meet the career and employment needs of UTSC students
- Designed an on-line survey and heavily promoted to students at campaign blitzes offering free refreshments and prize incentives for participation; received over 800 completed surveys
- Analyzed survey data and prepared a report highlighting findings resulting in additional programs being offered to meet 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. 20XX – Apr. 20XX
Student Housing & Residence Life, University of Toronto Scarborough

- Promoted a range of campus resources and supports to students and made appropriate referrals
- Polled residence students on what programming they would like to see in the residence centre and arranged for many of those workshops to be presented
- Provided academic support to students living in residence, tracked common issues and communicated them to the Director for resolution

ADDITIONAL EXPERIENCE

Sales Associate, Future Shop Sept. 20XX – present

- Market merchandise to customers and routinely exceed sales quotas by 10 to 25 percent
- Respond promptly to customer inquiries regarding sales, products, warranty and return policies
- Handle financial transactions including cash, debit and credit in an accurate and efficient manner
- Provide excellent service to all customers to ensure customer satisfaction and loyalty

Polling Station Assistant, Provincial Election Day Oct. 6, 20XX

- Explained voting process to voters ensuring that voting regulations were followed
- Closely followed election results

Volunteer Digitization Assistant, University of Toronto Scarborough Library May – Aug. 20XX

- Demonstrated proficiency with Adobe Photoshop by cropping and manipulating files
- Worked as member of a team with four other students and staff to complete tasks on time

EXTRACURRICULAR EXPERIENCE

MESA member (Management & Economics Student Association), *UTSC* Sept. 20XX – present

- Attended monthly networking events and contributed topic ideas for future events