

Customer Success & Market Research Management

Dynamic leader with a proven track record of scaling insight products, strengthening stakeholder relationships, and operationalizing research workflows to drive multimillion-dollar revenue growth across branded content and audience measurement programs.

Adept at translating complex quantitative and qualitative data into strategic guidance, elevating client decision-making, and shaping culturally resonant content strategies. Excels in mentoring cross-functional teams, streamlining delivery processes, and embedding offshore groups into mature, high-quality production pipelines. Known for optimizing survey design, refining methodological frameworks, and enhancing reporting narratives to expand client adoption and improve customer trust perceptions. Recognized for guiding publishers, advertisers, and media leaders through insights-driven consulting, aligning measurement solutions with set business objectives, and sustaining long-term client partnerships. Committed to advancing audience research and strengthening customer success outcomes through evidence-based recommendations.

Areas of Expertise

- Audience Segmentation Strategy
- Measurement Framework Development
- Cross-media Performance Benchmarking
- Research Governance & Quality Standards
- Stakeholder Engagement
- Brand Lift & Impact Evaluation
- Consumer Behavior Interpretation
- Insight Implications Communication
- Market Opportunity Identification
- Creative Performance Diagnostics
- Sponsorship Effectiveness Analytics
- Client Onboarding & Value Realization

Professional Experience

Research Manager: Brand Impact | Nielsen – New York, NY

2015 - 2026

Became primary strategic insights partner for major brands by aligning research recommendations with brand goals and cultural relevance, informing creative-development decisions. Contributed to company-wide DEI and analytics initiatives by engaging in Media Analytics Meritocracy Action Team, PRIDE, and ADEPT committees. Maintained quality control and supported end-to-end knowledge transfer across global workflows.

- Increased operational efficiency and scalability by transitioning delivery operations to trained offshore team of seven.
- Served as a panelist on the client webinar “Not Your Traditional Ads: Proving The Impact Of Branded Content.”
- Advanced team capability and internal talent mobility by mentoring and managing 10-person project team, promoting six into mid-level roles through development in storytelling, analytics, and client communication.
- Integrated newly inherited product into broader business operations by gathering institutional knowledge, standardizing methodology and reporting, and establishing norms database, increasing operational consistency and driving revenue growth from \$1.2M to \$6.3M over 6 years.
- Built and strengthened a key publisher partnership by leading product training, optimizing survey design, and tailoring reporting to client needs, driving sustained adoption and contributing to a \$1M+ renewal in 2025, making them product’s most active user.
- Leveraged strong leadership and people management skills to develop a newly formed offshore team in India through structured training sessions, robust process documentation reviews, ongoing guidance, and feedback, while increasing their client-facing visibility.
 - Empowered team to become fully self-sufficient and deliver optimal internal and external work with minimal oversight.

Sr. Research Analyst: Brand Effect

2013 – 2015

Oversaw project timelines, deliverables, and expectations with internal teams and clients. Cleaned, validated, and organized complex survey datasets in preparation for analysis. Programmed surveys or coordinated survey setup within research platforms to ensure proper logic and functionality. Collaborated with cross-functional teams such as analytics, operations, and product teams to ensure cohesive project execution.

- Improved study precision and client alignment by designing custom survey instruments and discussion guides across brand equity, campaign effectiveness, concept testing, and post-launch evaluations.
- Enabled well-informed, data-driven marketing and content decisions by synthesizing quantitative and qualitative findings into clear, actionable insights and visually compelling strategy reports.

Managing Editor: Ad Solutions Survey Editorial | Nielsen – Oldsmar, FL

2011 – 2013

Advocated for and fostered positive organizational culture and supported recruiting and employee engagement through active involvement on the USF University Recruiting, Watch Operations, Rewards & Recognition, and Ad Solutions Social Events committees.

- Cut compliance errors by 10% by modernizing editorial processes and improving survey and data quality across cross-media initiatives.
- Increased research-team capability by developing and delivering training on best practices in qualitative and quantitative methods.

Survey Writer & Editor: Ad Solutions Survey Editorial

2010 – 2011

Improved decision-making for clients by engineering KPI frameworks to align data outputs with client priorities and reduce delivery timelines. Enhanced team capability and hiring outcomes by participating in recruitment initiatives and contributing to stronger skill and talent diversity.

- Expanded professional competency through leadership and analytics programs, including The New Nielsen Leader, Consultative Influencing, Effective Presentations, Performance Coaching, and BPI Smart Tools (Pareto Diagram, Prioritization Matrix, Control Charts, Charter).

Education

Master of Business Administration | University of Illinois – Urbana-Champaign, IL (May 2023)

Bachelor of Arts in Electronic Media | Northern Arizona University – Flagstaff, AZ