**Harrison Forester** • hforester@uky.edu • 859-888-8888 • linkedin.com/hforester

 **Marketing major graduating in May 2018 seeking market research position utilizing my experience with promotional events and focus group facilitation as well as my skills in data analysis and written communication.

Qualifications Summary**Data analysis experience Public speaking Advanced Excel skills
Group facilitation skills Event planning Microsoft PowerPoint
Report writing Leadership experience SPSS
 **Education
Bachelor of Business Administration in Marketing** May 2018University of Kentucky, Lexington KY GPA: 3.7

**Study Abroad**: Dublin, Ireland Summer 2015

**Experience
Market Research Intern** August 2015 - Present
**Crader Communications Group** Lexington, KY
• Provided leadership on market research projects for regional advertising and marketing firm
 primarily serving clients in the manufacturing industry
• Led 10 focus groups with consumers regarding new product launch utilizing objective facilitation skills
• Summarized focus group feedback in summary report form for client review
• Analyzed market research survey data and summarized trends for over 1,000 client reports
• Consistently met deadlines and received excellent evaluation from internship supervisor

**Promotions Assistant** August 2014 – May 2015
**S&L Marketing** Lexington, KY
• Sold and promoted food and beverage products at various athletic events in the Lexington area
• Planned 15 promotion events by gaining clearances from venues, designing set up, and staffing
 the events
• Consistently surpassed goals set for number of consumer contacts collected at events

**Sales Associate** June 2013 – July 2013 **Best Buy** Louisville, KY
• Provided excellent customer service while processing merchandise returns and complaints
• Established positive relationships with customers and made suggestions for purchases
• Effectively answered technical answers regarding computer and mobile products
 **Involvement**• Ambassador student leadership position with the Gatton College of Business and Economics
• Vice President for American Marketing Association UK chapter
• Volunteer tutor for elementary after school literacy program