

MAJELLA MARK

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HUMAN RIGHTS • INTERNATIONAL AFFAIRS • RESEARCH AND DEVELOPMENT

CAREER SYNOPSIS

- » **Outcome-driven** market research and advertising analyst recognized for 10+ years of experience across multiple industries.
- » **Analytical thinker** able to transform market trends and complex data sets into compelling reports and actionable strategies.
- » **Strategic consultant** who excels at influencing senior leaders and securing buy-in on recommendations grounded in data.
- » **Hands-on collaborator** skilled at optimizing branding and advertising strategies for new products at global companies.
- » **Passionate about human rights;** longstanding history of cultivating belonging and inclusivity spanning diverse populations.

EDUCATION

Master of Business Administration (MBA), International Business | **Long Island University** | December 2012
Study Abroad Program | **European Business School – Regent’s College (London, UK)** | January 2011 – June 2011
Bachelor of Arts (BA), Media and Society Studies | **University of Connecticut** | December 2007

CORE COMPETENCIES

Market Research • Consumer Trends • Data Analytics • Qualitative & Quantitative Research Methods • Reporting
• Statistics • Data Visualization/Dashboard Creation • Advanced Excel (VLOOKUP, Pivot Tables, Formulas) • Salesforce
• Tableau • AdTrax • Oracle HFM

PROFESSIONAL HISTORY & IMPACT

TiVo | New York, NY

Leading digital video recorder company with operations in the US, Canada, Mexico, Western Europe, Asia, and Australia.

Advertising Research Analyst – Advertising & Analysis Division | September 2015 – Present

- ◆ Apply research best practices to generate post advertising campaign reports and deliver data-driven recommendations.
- ◆ Define metrics and strategies to test and enhance campaign performance across all platforms and channels, including iGuide, Passport and Sponsor Discovery, CTV, and TiVO Stream.
- ◆ Optimize advertising program by executing digital and trend analysis with predictive statistics and customer profiling as well as analyzing data drilled down by campaign, advertiser, quarter, or upfront.
- ◆ Evaluate campaign performance and research results with numerical and IT tools, such as Salesforce to manage data for Ad Sales team, Tableau to create customized reports, Excel for calculations, and AdTrax to retrieve ad campaign creatives.
- ◆ Collaborate with cross-functional teams to prepare and present findings in detailed presentations for client consumption.

ZeldaVision; Liberate Meditation; Trollbäck + Company (Freelance) | New York, NY

Livestream experiences; Daily meditation app for the Black experience; Branding and design studio.

Market Research & Branding Strategy | September 2018 – Present

- ◆ Leverage several research techniques to discover insights from document analysis, surveys, case studies, & interviews.
- ◆ Aggregate and review data retrieved from databases and Excel to draft possible conclusions and effective business strategies.
- ◆ Distill findings into compelling visual presentations and reports to enable business leaders with data-driven market decisions.
- ◆ Design and manage research with both quantitative and qualitative methodologies as needed.
- ◆ Consult with senior leaders at client organizations on branding identity, messaging, market positions, & product development.
- ◆ Strategize and optimize omni-channel social media presences in first stages of new entity to elevate brand awareness.
- ◆ Clients span multiple industries, including media and entertainment, health & wellness, and creative design services.

RELEVANT EXPERIENCE

Culture Banx | Brooklyn, NY

News outlet featuring curated business news for hip hop culture.

Feature Writer | April 2019 – Present

- ◆ Create compelling essays and articles focused on Black business and economics. Titles include:
- ◆ *Why Black Frontiers Should Start Building Environmental Enterprises*
- ◆ *Is It Time For The Black Community To Greenbook The Art Industry?*
- ◆ *Is It Time We Make Kemet Yoga In The \$130 Billion Industry Mainstream Before Someone Else Does?*
- ◆ *How Black Investors Can Enter The Agriculture Game Without Becoming Farmers*
- ◆ *The Sourcing 20s New Black Renaissance In Africa, What You Should Explore And Invest In?*

Womanly Magazine | Brooklyn, NY

Women's health publication committed to inclusive healthcare education & prevention while amplifying women's voices.

UX Research and Data Analyst | May 2020 – Present

- ◆ Execute UX research for Womanly interactive platforms and one-off project initiatives such as Take Care Mighty Networks.
- ◆ Acquire social media and digital data from primary or secondary data sources and maintain data systems to ensure integrity.
- ◆ Identify, analyze, and interpret trends in women-oriented media and women's health care derived from complex data sets.
- ◆ Engage digital and editorial team to define priorities and information needs for magazine & women's health rights initiative.
- ◆ Compile, organize, and translate data based on KPI category across all platforms to enable clients with visualized dashboards.
- ◆ Analyze data results using statistical techniques and provide ongoing reports for social media, print, and digital expansion.

ICAP | Jersey City, NJ

Leading markets operator and provider of post trade risk mitigation and information services.

Finance Reporting and Expense Junior Analyst (Contract) | September 2013 – August 2015

- ◆ Prepared weekly, monthly, & quarterly reports detailing all US trading desks for regional & international management review.
- ◆ Gathered data from Oracle HFM and Excel to analyze financial data & reports for accounting conducted in US departments.
- ◆ Collaborated with regional financial institutions, including investment firms, clearing brokerages, and collateral banks.
- ◆ Reconciled monthly expense accounts for Global Broking, US Settlements, and FP&A with Excel Macro, Pivot Tables, & more.

- ◆ Facilitated presentations detailing accounting analysis reports and other ad hoc analysis requirements as needed.
- ◆ Drove daily operations of Finance, including IT support, administration, and meeting preparations.

InnerSound Centre | London, UK

Wellness and meditation firm with a holistic approach to healing.

Public Relations Coordinator (Contract) | January 2011 – June 2011

- ◆ Led market potential analysis, including advertising efforts with direct mail, local press, social media, & affiliated marketing.
- ◆ Authored content for marketing materials, including brochures, posters, and website for global charity.
- ◆ Developed digital and print press kits and drafted content for blogs and social media campaigns.
- ◆ Played a pivotal role in the production of health expo shows performed to expand client base and vendor partnerships.
- ◆ Formed industry alliances with key healthcare professionals to initiate press coverage and partnerships.