

SENEM ACET COSKUN

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Market research professional with extensive experience in quantitative research, survey and questionnaire design, data analysis and report writing. Skilled team leader with strong expertise in client relations, project management and forecasting. Successful in managing multiple projects and delivering strategies that help clients make sound business decisions.

Professional Experience

The Nielsen Company, Client Consulting – Pharmaceutical Practice

Parsippany, NJ - 2013-2014

Associate Manager

- Directed overall execution of quantitative market research projects including survey and questionnaire design, data collection and analysis, forecasting and report writing for top global pharmaceutical companies.
- Performed day-to-day client engagement to address client demands throughout project lifecycle.
- Managed multiple project teams consisting of project developers, statisticians and research analysts.
- Participated in a corporate initiative project to study food, water and energy demand forecasts in the United States in support of Nielsen's United Nations relationship (received *Nielsen Simply Excellent Award* for contributions).

Baruch College Survey Research

New York, NY – 2010-2013

Research Associate / Data Manager

- Served as strategic partner and relationship manager with clients to determine research objectives, provide advice and develop and maintain best practices within research projects.
- Managed and directed all operations of large and complex data collection efforts, including proposal development, questionnaire design, and online survey programming/tracking, quantitative analyses (cross-tabs, significance testing), technical writing, presentation development, and presentation of project results.
- Leveraged client performance and expand revenue opportunities in line with organization objectives through effective collaboration with cross-functional team members to identify key project drivers.
- Maintained current client relationships and develop new business opportunities.
- Participated as guest lecturer in undergraduate and graduate classes on statistical data analysis and online survey design and programming.

NYS Small Business Development Center

New York, NY – 2009-2010

Business Counselor

- Met individually or as part of a team with small business owners to perform strategic consulting on developing business plans, analyzing financial projections, and assessing the effectiveness of marketing strategies.
- Evaluated various revenue models for the 'New Business Models for News' project emphasizing the transition from print to online media.
- Designed an online survey to determine the current revenue models used by hyperlocal blogs.

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Permanent Mission of Turkey to the United Nations

New York, NY – 2005-2007

Adviser

- Attended and monitored various UN meetings as a government representative. Prepared reports to the Turkish Ministry of Foreign Affairs reflecting the contents of the meetings and countries' positions.
- Worked directly with Ambassador to coordinate General Assembly events for over 100 person delegation of high level diplomats including the Prime Minister of Turkey.
- Oversaw Turkey's "Mission Briefing" events for high school students in the US. Incorporated targeted marketing tools to overhaul the program, which resulted in increased event quality and student satisfaction.

Pfizer Inc.

Istanbul, Turkey - 2003 - 2005

Sales Representative

- Engaged in two month Pfizer sales training program before performing active sales.
- Planned and organized regular product awareness events to promote Celebrex, Zoloft, and Relpax.
- Prepared and performed presentations to large physician groups and to senior management.

Education & Certification

MS in Quantitative Methods and Modeling, 2010

MBA in Marketing and Finance, 2009

Baruch College, Zicklin School of Business - CUNY

BS in Chemical Engineering, 2003

Bogazici University (Istanbul, Turkey)

Certificate in Project Management, 2014 (Expected)

NYU SCPS

Software Proficiency

Microsoft Office Suite, including Excel VBA

Presentation Software: PowerPoint, Prezi

SPSS (with syntax), R, SAS, SQL

Telephone Survey Software: CFMC77

Online Survey Software: Qualtrics

Maintaining website using various html editors

"Senem has great communications skills and is a true team player and leader."

"I recommend her strongly for any organization lucky enough to add her to their team."

"She is absolutely professional, thorough and applies energetic analysis to any situation."

LinkedIn recommendations. See more at <http://www.linkedin.com/pub/senem-acet-coskun/10/40b/1b6>