

TM

Tina Morales

I am a market research business analyst with over five years of experience in identifying market trends and driving strategic business initiatives. I excel at gathering and interpreting data to support business growth and innovation.



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LinkedIn

KEY SKILLS

- Market research
- Data interpretation
- Strategic planning
- Report generation

PROFESSIONAL EXPERIENCE

BUSINESS ANALYST | INSIGHT MARKET RESEARCH NEWARK, NJ | AUGUST 2019 – PRESENT

- Conducted detailed market research that identified key trends, contributing to a 15% increase in market share.
- Developed actionable reports that informed product development and marketing strategies.

RESEARCH ANALYST | MARKET DYNAMICS NEWARK, NJ | JUNE 2017 – JULY 2019

- Analyzed consumer data and competitive landscapes to provide strategic recommendations.

EDUCATION

- Bachelor of Business Administration
Rutgers University, Newark, NJ | May 2017