

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.

KEY SKILLS

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

EDUCATION

BBA

Rutgers University, Newark, NJ
May 2017

PROFESSIONAL EXPERIENCE

Business Analyst | Insight Market Research, Newark, NJ
August 2019 – Present

- Conducted detailed market research that increased market share by 15%.
- Developed 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.