

# GM

# Gary Mitchell

## Consultant

Contract analyst supporting boutique strategy firms and solo partners on short-cycle research, market sizing, and slide production. Two years of project work across consumer goods and B2B software, billed through three different prime firms.

## Contact Information



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## Education

B.A. Economics, Macalester College, 2021

## Key Skills

- Market sizing (top-down and bottom-up)
- Expert interview synthesis
- Survey design
- Excel modeling
- Tableau
- PowerPoint storyline
- Secondary research (IBISWorld, Statista)
- Catalant and Graphite platforms

## Professional Experience

### CONTRACT STRATEGY ANALYST | SELF-EMPLOYED (VIA CATALANT, GRAPHITE), MINNEAPOLIS, MN 2022 – PRESENT

- Completed 19 engagements averaging 3 weeks each, billing \$85-\$110 per hour for primary research, expert interviews, and competitor teardowns.
- Built market sizing for a pet wellness brand entering Canada; output went directly into a Series B pitch deck.
- Ran 24 expert calls on cold chain logistics in one engagement and synthesized findings into a 14-page memo for the partner.
- Maintained a 4.9 client rating across platforms by sending Friday status notes before they were asked for.

### RESEARCH ASSOCIATE | NORTHBRIDGE INSIGHTS, MINNEAPOLIS, MN 2021 – 2022

- Supported two senior consultants on retail benchmarking studies; cleaned and reconciled SKU data across four client systems.
- Drafted survey instruments for a shopper behavior study with 1,200 respondents.
- Built recurring dashboards in Tableau that cut weekly reporting time from 6 hours to under 90 minutes.