MARKETING RESEARCH & PRODUCT DEVELOPMENT INTERNSHIP

Overview:
We are a company who has always relied on innovative products as well as innovative approaches to business. That demands unique and dynamic environment focused on: stretching to reach the breakthrough goal, innovative ideas and visionary leadership, and increasing the speed with which we make decisions to get our products into the hands of consumers. We make new products come to life by being the bridge between products and the consumer. We interact and understand what consumers want, then create concepts, products, processes & packaging that meets or exceeds their needs better than anyone else.

Duties & Responsibilities:

- Consult with internal clients
- Contribute to the design, plan and execution of research projects
- Individual research to provide information sources to upper management regarding vendors and methodologies
- Questionnaire/survey development, data analysis, and report writing
- Create presentations for a senior market research executive to assist in determining client needs

Qualifications:

- Effective professional oral and written communication skill; excellent public speaking skills
- Ability to build working relationships with the research team and internal clients
- Well-developed mathematical, statistical, and analytical skills
- Able to analyze data, draw conclusions, create solutions and methodologies and implement them
- A proven record of success through goal setting and managing action steps
- Knowledge of Qualtrics or other survey software a plus

NOTES and QUESTIONS to ask: