

# Specialty Project Catalyst



Location **Virginia**  
<https://www.genclassifieds.com/x-381770-z>

We shake Business Needs => We identify Possibilities => We propel Opportunities

Centralizing on Research - Analytics - Strategy - Planning Advising = Focusing on Accelerating Brand Potential

Polina provides Market Research & Brand Consulting. This encompasses market research, forecasting, budgeting, personnel management, lifecycle management, professional development, product branding, start-up strategy development, and administrative processes.

I support the creation and execution of syndicated and custom market research reports for your business by

1. Conducting telephone and online interviews with leading technology suppliers, users and distribution channels
  2. Developing project infrastructure such as survey instruments, data collection instruments, market forecast models, value chains, etc.
  3. Creating market forecasts, vendor profiles and analysis reports for the IoT industry
  4. Identifying critical themes and implications in complex datasets and defining creative strategy alternatives and actionable recommendations
- â€¢ Creating thoughtful and thought-provoking public content such as through blogs and webcasts
  - â€¢ Communicating and presenting your brand presentations at industry events, corporate meetings, and other public forums through a number of traditional and new media channels
  - â€¢ Developing and maintaining your brand and the brands of your practice through consistent high-value added contribution in public channels and under contract with clients
  - â€¢ Providing support for related marketing, business development and sales activities

Please call/email Polina to discuss this matter. Excellent references. Sessions either at home/skype/E-mail/Phone. Reasonable rates and very patient tutoring  
 Consultation, marketing and business, research, a consultant, technology solutions and focus on the client's needs.

I address your project specific needs as an individual

List of services:

Service: **Specialty Project Catalyst**  
**MARKETING ANALYTICS**  
 Media mix modeling

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Our Marketing analytics related services :

Marketing Mix Analysis & Optimization

Pricing Analysis & Optimization

Media Effectiveness Analysis & Optimization

Trade Promotion Effectiveness Analysis and Optimization

New Product Development Analysis

Direct And Indirect Impact Of Branding Efforts On Sales

Portfolio Strategy and Activation

Brand Equity

Customer Analytics

Customer Strategy

360 Degree Single Customer View

Customer Acquisition

Customer Usage / Growth

Customer Retention

Consumer and Market

Needs, usage and attitude studies

Consumer segmentation

Market sizing

Product

Concept testing and evaluation

Product design and optimization

Product usage and satisfaction

Pricing

Concept testing and evaluation

Product design and optimization

Product usage and satisfaction

Brand

Brand health tracking

Brand perception by segments

Brand portfolio optimization

Customer satisfaction

Customer Engagement / Loyalty

Product Strategy

Product Bundling

Product Pricing

Product Placement

Campaign Management

Campaign Design

Campaign Incrementality

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Contact Optimization  
Digital Marketing  
RoI Optimization  
Multi Channel Synchronization  
Sales Planning  
Target Setting  
Sales Force Optimization  
Incentive Management  
Store Sales Drivers  
Inventory Management  
Store Layout Planning  
Retail Store Location Analysis  
Sales Execution  
Sales Territory Alignment  
Account Planning  
Telesales Optimization  
Branch Productivity  
After Sales Support  
Contact Centre Planning  
Contact Centre productivity

Strategy : Plan, Conceptualize, Frame, Map, Teach

Research: Usability Testing, Foccus Groups, Ethnography, Contextual Inquiry, Expert Evaluation, Persona, Customer Journey, Concept Testing, Travel Path Testing  
Online Surveys ,Competitor Analysis, Customer Satisfaction Surveys, Requirement Gathering, Shadowing, Competitive Testing, Web Analytics, Photo Ethnography,  
Remote Usability Testing, Remote Workshops, Remote Focus Groups, Card Sorting, Global /Cultural Testing/Analysis, Generative Research

Design: Ideation Workshops, Interaction Architecture, Implementation Support, Wireframes, Design Validation, Vision Design, Prototyping, Sketching, Co-design  
Workshops, Participatory Design, Release Roadmapping, Concept Ideation, Content Inventory, Journey Mapping, Service Design, Process Design, HTML/CSS Template,  
Experience Innovation, User Group Modeling, Concept Generation, Experience Design

Email me for details.

Keywords; administrator, advertising, adviser, advisor, agency, agent, analysis, analyst, anywhere, application, assistant, assurance, b2b, biz, broker, business, call, campaign, career, casualty, clerical, client, clients, closer, commerce, commercial, commission, competitive, computer, concept, convenience, coordinator, coverage, creative, CRM, CSR, direct, district, ecommerce, efficiency, energy, entrepreneur, entry entry-level, e-signer, estate, executive, expert, finance, financial, franchise, free, freedom, general, grow, health, hiring, home, hospitality, HR, human, improvement, infrastructure, in-home inside, insurance, integration, internship, IT, jobs, labor, lead, leadership, licensed, life, manager, market, marketer, marketing, media, mortgage, motivated, negotiation, network, networking, office, officer, online, opening, opportunity, ops, outside, owner, ownership, placement, planning, policy, president, profession, professional, project, promotion, property, public, QA, quality, real estate,

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real, receptionist, recruiter, recruiting, regional, relations, rep, representative, research, resources, retail, sales, salesperson, saleswoman, secretary, security, sell, seller, selling, server, service, social, softener, software, south, specialist, strategic, strategy, support, systems, team, tech, technology, telecommute, telemarketing, territory, time, trusted, twitter, underwrite, underwriter, vice, virtual, VP, warehouse, web, work from home, work at home, home.