

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
 Consulting, market and business research, strategic planning, technology solutions and business focus.

Address: 81770-z project specialty and individual

List of services:

Service
 Specialty Project Catalyst

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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

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,

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.