

AMIT HILEL

SUMMARY

A results-driven and experienced Market Research Manager with 5+ years of experience in conducting and analyzing market research studies, and developing insights and strategies that drive business growth. Skilled in both qualitative and quantitative research methodologies, and data analysis. Proven ability to understand customer needs and present findings in a compelling and actionable way.

SKILLS

- Strong analytical and critical thinking skills
- Experience with both qualitative and quantitative research methodologies
- Proficient in data analysis software such as SPSS and Excel
- Strong presentation and report-writing skills
- Knowledge at Figma
- Basic knowledge at SQL
- Office software: Word, PowerPoint

WORK EXPERIENCE

2023- present

UX Researcher, Freelance

2018- 2023

SENIOR MARKET RESEARCH MANAGER AT MARKETEST RESEARCH AND CONSULTING

- Experience in market research and market analytics. I conducted both qualitative and quantitative market research studies for a variety of clients in different industries.
- Developed survey questionnaires, oversaw data collection, and analyzed results.
- Creating advanced statistical & data analysis: Stepwise Forward, Factor analysis, Multiple regression, statistical significance (Anova, T, χ^2), etc.
- Consulting leading Israeli companies, from both the private and public sectors, with specialization in customer service satisfaction as well as field and market potential.
- experience in using various search engines, business research tools, analytics platforms and deep web-based searches.
- Presenting data-driven research results, developing strategic plans, and providing business insight for CEOs, managers, and employees from top companies in Israel.
- Independently scoping different industries, customizing research methods per client, and executing vast and complex ad-hoc & continuous projects

2020-2021

ADVISORY CONSULTANT FOR START-UP

- Provided tools and insight throughout decision making processes in the organization.
- Formulated organizational diagnoses for improvement of the organizational.
- Conducted interviews for relevant individuals

CONTACT

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 Givat shmuel

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EDUCATION

- IDC Herzliya university
M.A social psychology
- The max stren valley academic college
B.A psychology
- Completed a User Experience (UX) Design course at the Technion - Israel Institute of Technology