

## SUMMARY

A results-driven and experienced Market Research Manager with 6+ 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
- WordPress website development and management
- Basic knowledge at SQL
- Office software: Word, PowerPoint

## WORK EXPERIENCE

2023- present

### UX RESEARCHER, FREELANCE

- Conducted user research for product development using interviews, surveys, and usability testing.
- Collaborated with development and design teams to integrate research insights into product enhancements.
- Developed and managed WordPress websites, optimizing for user experience and SEO.
- Engaged with marketing and content teams to align website optimization with company goals, enhancing team collaboration.

2018- 2023

### SENIOR MARKET RESEARCH MANAGER AT MARKETEST RESEARCH AND CONSULTING

- Led comprehensive market research across various industries, using qualitative and quantitative methods.
- Developed, managed surveys, and oversaw data analysis, applying advanced statistical analyses (e.g., Factor Analysis, Multiple Regression, ANOVA).
- Collaborated with clients and product teams to align research with strategic goals, enhancing teamwork.
- Consulted for top Israeli companies, focusing on customer satisfaction and market potential.
- Utilized search engines, business tools, and analytics for deep market insights.
- Presented findings to CEOs and teams, influencing strategic decisions.
- Customized research methods for client-specific needs, managing large-scale 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



amithilel0211@gmail.com



052-3312052



Givat shmuel



[www.linkedin.com/in/amit-hilel-07b84297/](http://www.linkedin.com/in/amit-hilel-07b84297/)

## 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