

Jennifer Dale

Education

Masters of Business Administration

Rider University (1994 - 1996)
Lawrenceville, NJ
Cumulative GPA 3.7/4.0

Bachelor of Arts, Communications

Pennsylvania State University (1987 - 1991)
University Park, PA
Cumulative GPA 3.5/4.0
Member of: *Golden Key National Honor Society and
Kappa Tau Alpha Communications Honor Society*

Strengths

Education

- Teach students remotely at Michigan State University about online qualitative research
- Present research standards + operations to colleagues at industry conferences
- Write and publish articles in industry magazines
- Co-wrote *Qual-Online, the Essential Guide – What every researcher needs to know about conducting interviews via the web*

Management

- Manage multiple quantitative and qualitative online market research studies for clients in various industries across the globe
- Manage and maintain a research panel of 1000,000+ members
- Manage market research professionals producing over one million dollars in sales
- Designed unique team concept among project managers to ensure quality control and increase production volume
- Launched successful virtual marketing research company in 2001

Marketing

- Design and write marketing collateral
- Cultivate customer relationships through education + actionable study results
- Developed and presented multimillion-dollar marketing campaigns
- Drove new brand development and wrote graphic standards manuals

Research

- Design, program and administer questionnaires
- Design discussion guides
- Research social media conversations for insights, ideas and direction
- Recruit for contracted research studies
- Conduct interviews with individuals or groups via online focus groups
- Analyze quantitative and qualitative research data
- Present insightful and engaging findings
- Monitor and identify trends in the marketplace and develop competitive assessments and strategic initiatives

Technology

- Design and develop sophisticated online research designs
- Designed and developed proprietary survey platform for InsideHeads
- Designed and developed proprietary online focus group platform for InsideHeads
- Expert in Apple and Microsoft operating systems and software applications
- Expert in HTML5

Employment

InsideHeads, LLC President & CEO – <i>online marketing research</i>	Bonita Springs, FL	10/98 - Present
Michigan State University Instructor – <i>online qualitative research</i>	East Lansing, MI	12/15 – Present
Windsprees Vacation Homes Marketing Manager – <i>social media marketing</i>	St. John, VI	1/13 - Present
Mugar Enterprises General Manager, The Marketplace – <i>retail marketing</i>	St. John, VI	3/04 – 12/07
LiveWorld (formerly Research Connections/Talk City) Director of Market Research – <i>online marketing research</i>	Westfield, NJ	3/98 – 12/02
Phillips-Van Heusen Corporation Director of Marketing, Izod – <i>retail marketing + research</i> Marketing Manager, Geoffrey Beene – <i>retail marketing + research</i> Marketing Coordinator, Van Heusen – <i>retail marketing</i>	Bridgewater, NJ 1/95 – 3/98 6/92 – 1/95 5/91 – 6/925	5/91 – 3/98

References

Karen Baranowski *employer
Owner
Windsprees Vacation Homes
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Holly Fontenot *customer
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Tracy Lussier *former employer
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Tracey Powell *customer
Founder & Board Member
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