APRONIANO ███████

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Professional Summary

Motivated and detail-oriented Research Supervisor with over seven years of experience in market research, data analysis, and team leadership within the hospitality industry. Proven expertise in developing strategic insights to drive business growth, supervising multidisciplinary teams, and leveraging innovative tools and techniques for data-driven decision-making. Dedicated to continuous learning and excellence, with a strong financial planning, marketing, customer analytics, and operational forecasting background

Experience

Research Supervisor
Nov 2020 – Present

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- Spearheaded 20+ studies monthly, including research initiatives and request studies, aligning findings with company goals and driving data-driven decision-making.
- Supervised a team of 8 researchers, providing training to enhance team performance and ensure ethical research practices.
- Conducted competitive benchmarking and market trend analysis, identifying product development and innovation opportunities.
- Developed and standardized customer, marketing, and operations analytic report templates.
- Executed forecasting analysis for existing and new businesses, aiding in strategic planning and feasibility studies.
- Presented actionable insights to executives, contributing to the company's strategic planning.

Market Research Assistant
Mar 2020 – Nov 2020

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- Conducted surveys and data analysis to support marketing strategies for the effectiveness of their campaign.
- Collaborated with marketing teams to develop promotional campaigns tailored to target demographics.

Financial Advisor
Jul 2019 – Mar 2020

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- Advised clients on financial planning strategies through tailored insurance and investment solutions.

Finance Assistant
Aug 2019 – Mar 2020

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- Managed budgeting and expense tracking, ensuring financial accuracy and compliance with organizational policies.
- Prepared detailed financial reports that enhanced management decision-making processes.

Market Research Assistant
May 2016 – Aug 2019

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- Performed extensive market research and analysis, contributing to the success of key promotional campaigns.
- Monitored customer demographics and behavior trends to improve marketing strategy alignment.

Education

Master of Business Administration, Business Administration
2023 – 2024

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Master of Business Administration, Business Administration
2021 – 2023

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- Participated in the 3rd International Multidisciplinary Conference by Learning Leaders Association of the Philippines, Inc.
- Co-authored a research study: "Comparative Analysis of Two Local Major Shoe Brands in Marikina City in Terms of Regaining Customer Retention During COVID-19 Pandemic."
  - Summary Description: Conducted a comprehensive study on two major local shoe brands in Marikina City, analyzing the impact of demographic factors (age and gender) and buying behavior influences (cultural, social, personal, psychological) on customer retention during the COVID-19 pandemic. Utilized qualitative and quantitative research methods to identify consumer preferences, behavioral trends,

and actionable insights. Proposed strategies to enhance product quality, competitive pricing, customer engagement, and brand loyalty, demonstrating strong research, data analysis, and strategic planning skills.

Bachelor of Science in Business Administration
2012 – 2016

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- **Cum Laude**
- President of Junior Financial Executive

Skills

Technical Skills

- Market Research and Data Analysis
- MS Office Suite and Google Workspace
- IBM SPSS and Canva

Analytical Skills

- Customer Demographics Understanding
- Competitive Benchmarking
- Pricing Structures Knowledge
- Market Research and Consumer Behavior Analysis
- Strategy Development for Customer Retention
- Data Analysis and Recommendation Formulation

Managerial Skills

- Team Supervision and Training
- Campaign Development and Planning
- Strategic Decision-Making

Seminars, Training, and Workshops

Seminars

- Research is Layf: How to Ace Your Research Paper
  2022 | ████████████████████████
- The Emerging Face of Sales Management: Networking Marketing
  2023 | ████████████████████

- Understanding and Building Marketing Community Online: Leveraging Social Media for Business Growth
  2023 | ██

Training and Workshops

- Comprehensive Microsoft Excel
  2023 | ███████████████████████
- Designing Qualitative Social Science Research
  2024 | █████████████████████████████
- Designing Quantitative Social Science Research
  2024 | ███████████████████████████