

KIMBERLEY TUTHILL

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PROFESSIONAL SUMMARY

Market researcher managing the day-to-day operation of quantitative and qualitative studies across the full project lifecycle, meeting deadlines across multiple projects while guiding associate team members. Industry-specific focus in advertising and healthcare. Use of Sawtooth Lighthouse (programming), Q, Excel, PowerPoint, and Google Workspace.

MARKET RESEARCH EXPERIENCE

SKIM **San Francisco, CA**

Research Manager February 2024 – Present

- Lead internal teams of analysts and methodology experts to execute market research projects from start to finish, including survey design, fieldwork, analysis and reporting for quant methodologies such a MaxDiff and conjoint
- Partner with external clients as the main point of contact for their research studies, keeping clients informed of project milestones and delivering reporting that addresses their business questions with actionable insights
- Develop proposals for upcoming projects based on client research briefs, including research design and costing

Lead Research Analyst August 2023 – January 2024

- Manage research projects hands-on from beginning to end, including survey design, programming (Sawtooth Lighthouse), fieldwork management, data cleaning, analysis (Q, Excel) and reporting (PowerPoint, Google Slides)
- Mentor and train junior team members in all steps required to conduct quantitative research projects

Senior Research Analyst August 2021 – July 2023

- Independently execute day-to-day research operations, such as survey programming, fieldwork management, data cleaning, analysis and report writing, for projects utilizing methodologies such as MaxDiff and conjoint

Kantar **San Francisco, CA**

Manager, Media & Content May 2021 – August 2021

- Lead project management of advertising effectiveness research studies, including pricing and scoping, questionnaire drafting, recruitment monitoring, analysis and reporting, for key client accounts
- Act as clients’ main point of contact throughout the research process, ultimately providing actionable insights and recommendations to optimize their ad campaigns
- Grow and manage associate team members, both as project team lead and as direct line manager

Senior Associate, Media & Content May 2018 – April 2021

- Manage day-to-day work of survey-based ad effectiveness studies, while acting as clients’ main point of contact
- Onboard and mentor junior associates

Research Partnership **San Francisco, CA**

Research Analyst July 2017 – May 2018

- Conduct qualitative analysis of interviews and focus groups, and quantitative analysis of questionnaire data
- Manage day-to-day relationships with vendors and freelancers to ensure accuracy of contracts and timelines
- Develop knowledge of the healthcare and pharmaceutical research space

EDUCATION

IE Business School **Madrid, Spain**

#8 European Business School – Financial Times, 2023 *#6 European B-Schools – Bloomberg Businessweek, 2022*

Master in Market Research and Consumer Behavior 2016

Bryn Mawr College **Bryn Mawr, PA**

Bachelor of Arts in Psychology 2011