Alicia Benton

Consumer Insights Manager

alicia.benton@email.com
(479) 555-0141
Bentonville, AR
linkedin.com/in/aliciabenton

SKILLS

- Consumer Insights
- Quantitative Research
- Qualitative Research
- Segmentation
- Concept Testing
- Nielsen
- Qualtrics
- SPSS
- PowerPoint
- Communication Skills

EDUCATION

Bachelor of Science in Business Administration
05/2017
University of Arkansas
Fayetteville, AR
Marketing

CERTIFICATES

Insights Professional Certification (IPC)
10/2020
Insights Association

SUMMARY

Consumer insights manager with 9 years in shopper and consumer research for food and personal care brands. Leads quantitative research and qualitative research programs, from segmentation and concept testing to in-home interviews, and turns Nielsen and survey data into retailer-ready stories. Strong communication skills with brand, sales and retail partners.

EXPERIENCE

Consumer Insights Manager
04/2022 - Present

Ozark Valley Foods — Bentonville, AR

Packaged food maker with $900M in sales through mass, club and grocery retail.

- Lead consumer insights for 4 brands with a $1.1M budget and 2 analysts, setting the annual research plan.
- Designed a 6-segment consumer segmentation that now guides media targeting for **$30M** in spend.
- Run 15 concept and pack tests a year in Qualtrics, cutting 3 weak ideas before costly development.
- Present shopper insights to retail buyers and brand teams, supporting 2 new item launches in 2025.

Senior Shopper Insights Analyst
06/2019 - 03/2022

Natural State Personal Care — Rogers, AR

Personal care brand selling through national mass retailers.

- Analyzed Nielsen and loyalty card data to explain share changes for 9 product lines.
- Moderated 30 shop-alongs and in-home interviews for qualitative research on aisle navigation.
- Wrote quarterly insight decks in PowerPoint for the VP of sales and 5 account teams.
- Reduced survey vendor costs 20% by consolidating 4 trackers into 1.

Research Analyst
06/2017 - 05/2019

Northwest Arkansas Research Group — Fayetteville, AR

Market research agency serving consumer goods suppliers to national retailers.

- Programmed 40 online surveys and tabulated the results in SPSS for supplier clients.
- Recruited 200 shoppers for store intercept studies on new aisle signage and displays.
- Drafted toplines within 2 days of each field close for 6 account leads.
- Eliminated duplicate and low-quality completes from 25 panel data files before analysis.