

LEIGH STECKLER

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MARKET RESEARCH ANALYST

Market Research Analyst with the proven ability to research, compile, and analyze information on products and market conditions to identify potential new markets, sales opportunities, and the most effective methods of marketing specified products.

CORE COMPETENCIES

Market Research | Data Analytics | Brand Management | Marketing | Pricing | Product Development

SKILLS AND ATTRIBUTES

Consumer Market Research | Research Study Development and Design | Brand Introduction; New Categories | Amazon Seller Central and FBA Management | CPG Industry Specialist | Experienced Oracle NetSuite User | Pricing | Project Management | Community Management and Moderation | Consumer Psychology | Brand Management and Activation | Brand Marketing Research

PROFESSIONAL EXPERIENCE

Turtle Beach Corporation, White Plains, NY

September 2020-July 2022

Account Operations Coordinator (Remote)

Processed global product sample requests; from sales order creation through shipping confirmation in conjunction with logistics team.

- Oversaw internal order tracker; resolved 6+ month backlog of missing orders, fixed existing file path and data errors to ensure data inquiries returned clean results.
- Identified gaps in order tracking information and initiated cleansing of existing master file to remove duplicate and/or inaccurate records including COG and SKU additions which led to reduction of operations and logistics costs.
- Utilized Amazon Seller tools to monitor current FBA inventory to ensure replenishment orders were placed, and product was received on time.

Survey.com, Boston, MA

January 2019-March 2019

Northeast Regional Field Manager (Remote)

Selected and managed all regional field representatives (brand ambassadors) including procedural compliance and report submission accuracy.

- Only brand ambassador to be given a full time employee position because of outstanding performance.
- Ongoing Project Management including sample scheduling, vendor/store product availability, and ensuring all client requests were met.
- Revised policies and procedures to include mandatory food safety and handling compliance.
- Addressed any concerns or noncompliance issues directly with brand ambassadors.
- Assisted in brand marketing campaigns, which led to creation of Consumer Insights Division to improve in store sampling programs and execution of client marketing campaigns.

Merchandiser by Survey.com, Boston, MA

April 2015-August 2019

Independent Brand Ambassador (NY/NJ/CT)

Represented various CPG brands and products at an in store level to grow consumer brand awareness leading to increased product sales through sampling events.

- Achieved monumental product sales, leading to recognition as #1 East Coast Brand Ambassador out of 6,000 candidates, which led to regional manager promotion.
- Surpassed all sales and unit movement goals, which lead directly to introduction of additional product SKUs and along with increased shelf space allocation.
- Completion of additional client merchandising requests; store resets, unrevealed store visits, buybacks, product compliance audits, inventory analysis and control.

IRI Worldwide, Chicago, IL**February 2016-February 2019****Field Service Representative**, Westchester County, NY

Conducted weekly scanning of product displays and monthly full store product audits.

- Ensured in store inventory and placement compliance during weekly scanning of product displays.
- Conducted monthly full store audits and inventory collections across numerous CPG categories.
- Responsible for store specific new item and record maintenance.

Mercy College, Dobbs Ferry, NY**September 2017-December 2018****Research Assistant for Dr. Orlando Barreiro**

Designed and maintained research data spreadsheet.

- Data Collection, Entry, and Analysis.
- Writing and Editing.

Mrs. Greens Natural Market**January 2014-November 2015****Corporate Projects Team Member**, New York, NY, September 2014-November 2015

Provided new store support and participated in various corporate projects across existing stores.

- Worked directly with category management team to evaluate current product selections alongside future industry trends.
- Contributed to design of new store planograms through analysis of existing SKUs and sales.
- Assisted in company-wide data cleansing; reclassification and correction of master item list containing over 5,000 product SKUs to increase integrity of consumer shopping data.

Perishable Manager, New York, NY, November 2014-February 2015

Managed all perishable departments including Bakery, Deli, Juice Bar, Meat, and Seafood.

- Successfully passed health department inspections for first time in four years.
- Led quarterly perishable inventories.
- Implemented "just-in-time" inventory management, leading to 10% overall reduction in shrink.
- Re-established signage and ingredient label transparency in compliance with labeling standards.

Customer Acquisition and Retention, Fairfax, VA / New York, NY, April 2014-September 2014

Led initial companywide launch of customer loyalty program.

- Grew loyalty enrollment from 18% to 60%.
- Program success led to increased profit and sales; loyalty customers shopped three times more often than non-loyalty members.

Pricing and Data Coordinator, Fairfax, VA / New York, NY, January 2014-September 2014

Ensured ongoing 100% in store scan accuracy of products and pricing.

- Created, updated, and maintained multiple excel/application-based spreadsheets on a daily basis.
- Provided support to stores during Electronic Data Interchange (EDI) transition.

TECHNICAL PROFICIENCIES

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) | Windows OS | Mac OSX platforms | 74+ WPM typed | Advanced Excel formula creation (VLookups, PivotTables) | Knowledge of various SaaS retail application software | ECRS Catapult | Catapult POS | WebOffice | NCR Retailix | Topaz | Oracle NetSuite

EDUCATION

Mercy College School of Business, Dobbs Ferry, NY**Bachelor of Science, Business Administration with Marketing Focus**

- Graduated Magna Cum Laude with 3.9 overall GPA, 4.0 in major.
- Delta Mu Delta (International Honor Society of Business).